OCCUPATIONAL PRESTIGE OPINIONS OF IOWA HIGH SCHOOL SENIORS (THE 1976 IOWA SURVEY OF OCCUPATIONAL PRESTIGE)

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by

Jackson Neal Baty

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by

Jackson Neal Baty

Approved by Committee:

Stuart C. Tiedeman
Chairman

Howard Traxler

Robert Vanden Branden

Donald Adams

Larry Alferink

Earle L. Canfield
Dean of the School of Graduate Studies

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An abstract of a Dissertation by
Jackson Neal Baty
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Advisor: Stuart Tiedeman

The problem: Occupation has been described as a principal determinant of social status. Judgments are made of people on the basis of occupations. If other factors are equal, or nearly so, occupational choice will be based upon status -- and this is believed to be a combination of economic factors and prestige.

Given the importance of occupational prestige as a factor in occupational choice, the problem is to obtain current and accurate evaluations of occupational prestige. This information can in turn be used by guidance counselors and counselor educators who are charged with assisting young people in making occupational choices.

The 1976 Iowa survey of occupational prestige updates statewide occupational prestige opinions of high school seniors, and compares these current opinions with various state and national surveys conducted over the past half century.

Procedure: The state of Iowa was divided into nine geographical regions. Small (fewer than 250 students), medium (250-499 students), and large (more than 499 students) schools were randomly selected from each region. Twenty-two high schools were included in the final sample, with a population of 2,864 seniors taking part in the survey.

The 1947 North-Hatt listing of 90 occupations, together with 16 additional occupations, was randomized on five different questionnaires and responses were given by the seniors on IBM 509 forms. Computer analysis of the forms was facilitated by the Academic Computer Service at the University of Northern Iowa and the University of Iowa.

Ratings and rankings of the occupations were then analyzed on the basis of total sample, sex differences, rural-urban residence, and school size. Comparisons were made with the 1925 Counts' study, the 1947 North-Hatt (National Opinion Research Center) study, the 1963 NORC replication, and the 1963 Blake study in Iowa.

Findings: Occupations requiring a high degree of educational training, which receive substantially higher than average monetary rewards, which place more emphasis upon brain power than muscle power, and which offer a marked degree of service to others, ranked highest among the 106 occupations.

Rank order correlations between plus 0.90 and plus 0.95, and product-moment correlations between plus 0.92 and plus 0.94 were found between the 1976 Iowa survey, the two NORC studies, and the 1963 Iowa survey.

Significant differences were found between the manner in which young men and young women regard various occupations. Chi-square and "t"

tests of significance were conducted.

Although there was no significant difference overall when the rural-urban dichotomy was examined, there were more than two dozen individual occupations producing significant differences.

There was no overall significant difference in the rating of occupations when the size of school attended was the variable. Again, there were numerous individual occupations meeting the Chi-square tests.

Conclusions: Nine occupations met the .01 and .001 Chi-square tests for all contrasts considered (male-female, rural-urban, and school size). Six other occupations met the test for five of the six contrasts.

Lawyer ranked as the number one occupation in Iowa insofar as the opinions of high school seniors were concerned. Ten of the 22 schools rated lawyer as number one. Physician was second, rated number one by seniors in five schools. Six other occupations ranked first in at least one Iowa high school.

There has been a narrowing in the range of semantic differentiation in the rating of occupations by high school seniors over the past three decades.

There is a marked degree of stability in overall rankings of occupations, but numerous occupations have declined sharply in prestige. Most evident of these are ministerial (pastoral) occupations and those associated with governmental service.

TABLE OF CONTENTS

Page

LIST OF TABLES v

Chapter

1. INTRODUCTION 1

STATEMENT OF THE PROBLEM 3

GOALS OF THE STUDY 5

Hypotheses of the Study 8

Initial Implications 8

PROCEDURES USED IN THE STUDY 10

The Instrument 13

Treatment 13

Limitations of the Study 15

2. REVIEW OF THE LITERATURE 17

STUDIES OF RANKINGS BY RESPONDENTS 19

STUDIES OF WOMEN'S PREFERRED OCCUPATIONS 24

NEW APPROACHES TO PRESTIGE RANKINGS 26

AN OVERDUE CHANGE 28

SOME DOUBTS AND WARNINGS 32

3. THE 1976 IOWA STUDY OF OCCUPATIONAL PRESTIGE 35

THE MALE-FEMALE DICHOTOMY 42

Brief Analysis of Variance 52

RURAL AND URBAN PRESTIGE 55

SIZE OF SCHOOL 68

Chapter Page

"T" Tests of Significance 77

CHI SQUARE TESTS OF RATING DIFFERENCES 78

4. OCCUPATIONAL PRESTIGE ACROSS FIVE DECADES 84

THE NATIONAL SURVEYS AND THE IOWA STUDIES 90

THE 1963 AND 1976 IOWA STUDIES 102

5. SUMMARY, FINDINGS, AND IMPLICATIONS 111

FINDINGS 112

IMPLICATIONS AND FUTURE EXPECTATIONS 128

BIBLIOGRAPHY 134

APPENDIXES 142

APPENDIX A: MAP OF IOWA 143

APPENDIX B: INITIAL LETTER TO SCHOOLS RANDOMLY SELECTED . . . 144

APPENDIX C: RETURN POSTAL CARD ACCOMPANYING LETTER 145

APPENDIX D: FOLLOW-UP LETTER TO PARTICIPATING SCHOOLS 146

APPENDIX E: 1976 IOWA STUDY QUESTIONNAIRE 147

APPENDIX F: CLASSIFICATION OF 106 OCCUPATIONS BY TYPE 148

APPENDIX G: THE COUNTS' LIST OF OCCUPATIONS AND 32 RELATED JOBS FROM THE 1976 IOWA STUDY 151

APPENDIX H: NUMERICAL FINDINGS OF THE 1968 PILOT STUDY . . . 153

APPENDIX I: THE 1970 IOWA STUDY WITH RANKINGS AND MEAN SCORES 159

APPENDIX J: THE 1970 IOWA STUDY WITH BOYS AND GIRLS RATINGS AND RANKINGS 162

APPENDIX K: THE 1970 IOWA STUDY WITH RURAL AND URBAN RATINGS AND RANKINGS 165

LIST OF TABLES

Table		Page
1.	The 1976 Iowa High School Survey of Occupational Prestige	39
2.	Male and Female Ratings and Rankings	44
3.	Occupations Rated Higher by Young Men	47
4.	Occupations Ranked Higher by Young Men	48
5.	Occupations Rated Higher by Young Women	51
6.	Occupations Ranked Higher by Young Women	53
7.	Rural and Urban Distribution of Respondents	56
8.	Rural and Urban Ratings and Rankings	59
9.	Occupations Rated Higher by Rural Students	62
10.	Occupations Rated Higher by Urban Students	64
11.	Occupations Ranked Higher by Rural Students	66
12.	Occupations Ranked Higher by Urban Students	67
13.	Ratings and Rankings by Size of School	69
14.	Occupations Ranked Highest by School Category	73
15.	Occupations Ranked Highest by Small School Students	74
16.	Occupations Ranked Highest by Medium School Students	75
17.	Occupations Ranked Highest by Large School Students	76
18.	Three Dimensions of Significance: Chi Square Tests of 106 Occupations	80
19.	Five Decades of Occupational Rankings	89
20.	Prestige Rankings of 90 Occupations, Iowa 1976 and 1963, National 1963 and 1947	91
21.	Upward Changes in Ranking, 1947-1976	95

Table Page

22. Downward Changes in Ranking, 1947-1976 96

23. Median Rank of Occupational Groups 98

24. Prestige Scores of 90 Occupations, 1947-1976 100

25. Prestige Ratings and Rankings for 104 Occupations, 1963-1976 104

26. Upward Changes in Ranking, 1963-1976 108

27. Downward Changes in Ranking, 1963-1976 109

28. Prestige Ranking of 106 Occupations: 22 Iowa High Schools . 119

29. Classification of 106 Occupations by Type of Job 148

30. Counts' List of Occupations and 32 Related Jobs from the 1976 Iowa Study 151

31. The 1968 Occupational Prestige Scale: Mean Scores and Rankings 153

32. The 1968 Occupational Prestige Scale: Boys and Girls Ratings and Rankings 156

33. The 1970 Iowa Study: Rankings and Mean Scores 159

34. The 1970 Iowa Study: Boys and Girls Ratings and Rankings . . 162

35. The 1970 Iowa Study: Rural and Urban Ratings and Rankings 165

Chapter 1

INTRODUCTION

More than a half century has passed since Counts of Yale University made the first attempt in the United States to determine the social status of occupations. He had two goals in mind: to obtain information with regard to the social standing of the teaching profession, and to "direct attention toward an important problem in vocational guidance which is seldom squarely faced."[1]

Counts felt that while much had been written (and much detailed information gathered) on financial remuneration, security, and hazards of occupations, the question of social standing or prestige had been largely ignored.

The objectives of the current study include the dual goals of Counts' pioneering work, but they go further in seeking a definition of the changes that have taken place in the social status of occupations, particularly in Iowa. The focus of the study is upon the opinions of high school seniors, those who within the next few years or sooner will be moving into the labor force. What do young people think about occupations? Does a teacher have more prestige than a store manager, a cosmetologist, a dentist? Are there significant upward or downward trends in occupational prestige?

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[1]George S. Counts, "The Social Status of Occupations: A Problem in Vocational Guidance," School Review, XXXIII, No. 1 (1925), 16.

In the 51 years since 1925, many other researchers and research agencies have been active in determining the social status or prestige rankings of various occupations. The landmark investigation was conducted shortly after the completion of World War II by North and Hatt.[1] They worked under the auspices of the National Opinion Research Center, an organization which continues to find interest in this topic of occupational prestige.

Counts, in his 1925 study, asked 450 persons, mostly high school seniors, to express their opinions about 45 different jobs, using a rank order system to differentiate among them. He discovered some major weaknesses in the method, which the North-Hatt study corrected, in large measure.

The North-Hatt study was nationwide in scope and included the responses of 2,920 persons, mostly adults. In scope it was the largest study of this type ever attempted and until 1970 contained the largest sample.

The current study (henceforth known as the 1976 Iowa study) is essentially a replication of the North-Hatt survey in that the same questions were asked on the same basic form and the same method of scoring responses was used. The 1976 Iowa study utilized a method developed by Blake in an Iowa study made in 1963.[2] This method virtually eliminated ties in the rankings, a problem which distorted both the North-Hatt results and a 1963 follow-up under National Opinion Research Center

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[1]Cecil C. North and Paul K. Hatt, "Jobs and Occupations: A Popular Evaluation," Opinion News, IX, No. 4 (1947), 3-13.

[2]Margaret Tate Blake, "Desired Future Vocations and Prestige Rankings of Occupations," paper presented at Iowa Personnel and Guidance Association Conference, April, 1964, Iowa State University, Ames.

auspices.

STATEMENT OF THE PROBLEM

"In a fluid, industrial society," Super maintained, "occupation is the principal determinant of social status."[1] But how is status itself determined? As the nation became more industrialized, less dependent upon the energy of muscle power and more dependent upon that offered by the uses of the brain, the kind of work performed became an important consideration. The Protestant work ethic has been changing as the century advances, with these changes accelerating in the final quarter of the 1900's.

Status is more and more derived from the particular type of occupation in which one works. What one earns, the fruits of one's work, according to Wrenn,[2] and the prestige of the occupation itself are two major considerations. It has become increasingly important to use one's brain to reduce or to avoid physical labor.

Responses to the question, "What do you do?", can give reasonably close approximations of income, place of residence, place of work, family size, leisure pursuits, organizational membership, and also a judgment of how the respondent will be treated by other persons. Judgments are made of people on the basis of occupations, Wrenn believed.[3]

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[1]Donald E. Super, The Psychology of Careers (New York City: Harper and Bros., 1957), p. 17.

[2]C. Gilbert Wrenn, "Human Values and Work in American Life," in Man in a World of Work, ed. Henry Borow (Boston: Houghton-Mifflin Company, 1964), p. 28.

[3]Ibid.

Assuming freedom of choice, people entering occupations (usually synonymous with work done for wages or salary but increasingly defined as the pursuit one follows during the majority of the hours he is not sleeping or eating) do so on the bases of aptitude, degree of liking for the work to be done, availability of the job, physical characteristics of the job, geographic considerations, economic factors, and prestige. Thus, all other factors being equal or nearly so, occupational choice will be based on status, which Wrenn believed to be the combination of economic factors and prestige.[1]

Status has been defined. What about prestige itself? Hatt believed its three dimensions to be duties, prerequisites, and rewards.[2]

Some occupations receive a much higher social standing than do other occupations. As Counts said:

> The importance of these intangible rewards of an occupation can hardly be overemphasized. These rewards reflect the social judgment and are measures of the approval and disapproval which society attaches to the different forms of occupational service. To these subtle social forces which are the basic forces making for social control the individual will always respond. If an occupation carries great social prestige, it is certain to attract boys and girls into its ranks.[3]

Many writers in this field agree with Baudler and Paterson when they claim that "It is these social prestige factors that frequently interfere with rational vocational choices based on abilities, aptitudes, and fundamental vocational interests."[4] Counts wrote, in similar vein,

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[1]Ibid.

[2]Paul K. Hatt, "Occupation and Social Stratification," American Journal of Sociology, LV, No. 6 (1950), 533-543.

[3]Counts, op. cit., p. 26.

[4]Lucille Baudler and Donald G. Paterson, "Social Status of Women's Occupations," Occupations, XXVI, No. 7 (1948), 421.

"If all occupations were of equal standing in the community, the counselor . . . could think chiefly in terms of the abilities of pupils and vigorously encourage each to enter the occupation for which he is best fitted."[1]

This, then, is the problem: given the importance of occupational prestige as a factor in occupational choice, is it essential for guidance counselors and counselor educators to obtain current and accurate evaluations of occupational status? Counselors are, and must continue to be, vitally concerned with the occupational choices of the young people with whom they work. It is the opinion of the young people themselves which should concern these educators. If unrealistic vocational choices can be avoided through increased knowledge about occupations, counselors and counselor educators must know the current opinions of young people.

The 1976 Iowa study was predicated upon a belief that prestige rankings need to be updated periodically and, further, that changes in occupational patterns dictate the addition of more current occupations. The 1947 North-Hatt survey continues to serve as a textbook model and as a basis of comparison with more recently published studies such as the ones conducted by Blake and the present writer. The topic continues to be of interest and is of importance because of the need for rational, realistic occupational decision-making on the part of high school and college students.

GOALS OF THE STUDY

Empirical evidence about student opinion of occupational pres-

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[1]Counts, op. cit., p. 27.

cige can give guidance counselors and other educators additional knowledge which can be used as a tool--a tool to help students make rational, realistic vocational choices. Students should be aware of the prestige assigned to various occupations by their peers.

Five questions were raised and answered by the 1976 Iowa study. Answers to these questions, together with the results of hypothesis testing, are of utilitarian value to educators, and to sociologists as well. If, for example, it can be said with relative certainty that there is indeed a significant difference between the manner in which young men and women regard occupational prestige, it then becomes prudent to divide groups of respondents by sexes. Similar considerations affect occupational prestige findings if there are correspondingly significant differences when respondents are considered on the basis of residence and the size of school attended. The 1976 Iowa study increases the probability that educators and sociologists will "know what they are talking about" when they discuss occupational prestige and stratification. Relying on data a decade or quarter century old is not a scientific approach.

The first question was: how did Iowa high school seniors regard 106 different occupations? By ranking the results, it was possible to answer a second question: how did these opinions compare with earlier opinions regarding occupational prestige?

The third question was: are there significant sex differences in the ratings? A fourth question concerned a rarely researched dichotomy: do rural students differ significantly from urban students in their ratings of occupations?

Finally, does the size of the school attended make a difference in how high school seniors regard the various occupations?

No one can say with certainty that a lawyer ought to have more or less prestige than a teacher. Both are deemed by society to be occupations of worth, of value. A conscientious, able collector of a city's garbage offers a service that is vital in this final quarter of the 20th century. Those charged with the education, the vocational preparation of Iowa's young people, will be able to work more realistically if they know student perceptions about the prestige of various occupations.

Perhaps some perceptual changes can be effected, too, because of this study. If students regard the occupations of practical nurse and truck driver as of rather low prestige, perhaps more knowledge of these occupations will increase their prestige, and the supply of such skilled workers.

In this regard, Harris, the syndicated columnist, has written asking "Who Will Do the Dirty Jobs?" He pointed out that "as we get richer in resources, we get poorer in services."[1] Young people, he maintained, are no longer interested in following in their fathers' footsteps (occupationally or otherwise) as they were a generation or two ago. This is unfortunate, Harris believed, because "a machine cannot equal a bootblack, a satisfactory haircut cannot be given by a robot, and mechanical maids cannot make beds. Who will perform the distasteful tasks when everyone finally goes to college?"[2] It is a fair question that Harris asked, and it is a responsibility yet unfulfilled by counselors to re-

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[1]Sydney Harris, "Who Will Do the Dirty Jobs?" Des Moines Register, October 29, 1970, p. 8, cols. 5-6.

[2]Ibid.

awaken students to the dignity of many aspects of work.

Hypotheses of the Study

Two general hypotheses were formulated at the outset of this study. First, occupations requiring a high level of educational training, receiving substantially higher than average monetary rewards, and placing more emphasis upon brain use than muscle power will rank higher in prestige than those requiring lesser training, receiving generally lower monetary rewards, and/or involving physical labor or unpleasant working conditions.

Second, there will be a very high correlation between the results of the 1976 Iowa study and earlier studies; yet, there will be numerous examples of upward and downward shifts in occupational prestige.

Three other hypotheses were drawn in the form of the null hypothesis, diametrically opposed to the research hypothesis in each case. These included:

1. There is no difference between young men and young women in their prestige ratings of occupations.

2. There is no difference between rural and urban students in their prestige ratings of occupations.

3. There is no difference in the prestige ratings of occupations by students when size of school attended is the variable.

Initial Implications

Discussion of the study among counselor educators and counselors revealed that there continues to be interest in the findings among high school and junior high school counselors. Not only will the study bring occupational prestige ratings up to date, but it could reveal changes in

the ratings. It will be possible to draw comparisons on the basis of sex, residence, and school size. A school counselor will be able to survey his own school and compare the results with standards established not only for similar schools but also for schools throughout the state. He can say to a student, "Here is what you think, here is what your fellow students in our school think, and here is what other students in the state think. Now, what do you really know about the occupation you are considering?"

The study will be useful in the counselor education programs at the University of Northern Iowa, the University of Iowa, Iowa State University, and Drake University, where emphasis is placed on vocational development, vocational choice, and occupational stratification, and where recent information on the subject of occupational prestige is lacking. Great interest has also been expressed by teachers in the measurement and research department of the College of Education at the University of Northern Iowa. These educators will utilize the raw data and the methodological development of the 1976 Iowa study in their statistics and measurement classes at both the undergraduate and graduate levels.

The implications of the 1976 Iowa study are numerous for members of Iowa professional organizations. Some will find pleasure in the prestige standing of their professions, others will be satisfied that young people continue to think so well of their work, and others might be shocked at the downward trend of their professional prestige. The Iowa Bar Association, the Iowa Medical Society, the Iowa State Education Association, the Iowa Farm Bureau, labor unions, area school personnel, the Iowa Ministerial Association, and law enforcement organizations are a few of the groups which will find value in the results of the study. In some

cases the study will assist these groups in recruiting activities at the secondary school level. Recruiting of able young people is of prime concern to many professional organizations and nearly all organizations are concerned with their public image.

PROCEDURES USED IN THE STUDY

The 1976 Iowa study began in 1968 with a pilot study using the seniors at Osage (Mitchell county) and New Hartford (Butler county) high schools as respondents. This pilot study proved the feasibility of statewide projects of similar nature. The statistical findings of the 1968 pilot study are included as Appendix H.

There were 504 public and parochial high schools in Iowa in 1975-76, according to the "Iowa High School Directory" compiled by the Iowa High School Athletic Association in Boone. For the purposes of the 1976 Iowa study, these schools were separated into three categories: small (fewer than 250 students), medium (250-499 students), and large (500 or more students).

Iowa was divided into nine sections of approximately equal area to provide geographic dispersion. A table of random numbers was used to select one school in each category whithin each area, making a total of 27 high schools to be used in this survey. Two other schools, a first and a second alternate, were also randomly selected in each district. These schools were to be used only if the first choices were unwilling or unable to take part in the research.

In only two instances, the large schools in the northwest area and the medium schools in the northeast area, was it impossible to use any of the schools. Examination of internal validity forced the elimina-

tion of three of the small schools. A map of Iowa is included as Appendix A, showing the location of the 25 high schools finally involved in the 1976 Iowa study.

The 25 schools randomly chosen for the research, and student population figures for grades 10-12 on an average daily attendance basis, were:

Northeast Area: Riceville High School of Riceville, Howard county (233)
Wahlert High School of Dubuque, Dubuque county (1,344)

East Central Area: Montezuma High School of Montezuma, Poweshiek county (165)
Williamsburg High School of Williamsburg, Iowa county (301)
Jefferson High School of Cedar Rapids, Linn county (1,691)

Southeast Area: Marquette High School of West Point, Lee county (168)
Van Buren High School of Keosauqua, Van Buren county (256)
Washington High School of Washington, Washington county (514)

North Central Area: Sheffield-Chapin High School of Sheffield, Franklin county (145)
Clear Lake High School of Clear Lake, Cerro Gordo county (467)
Charles City High School of Charles City, Floyd county (729)

Central Area: Van Meter High School of Van Meter, Dallas county (95)
Huxley-Ballard High School of Huxley, Story county (252)
Lincoln High School of Des Moines, Polk county (2,024)

South Central Area: Moravia High School of Moravia, Appanoose county (129)
Albia High School of Albia, Monroe county (464)
Knoxville High School of Knoxville, Marion county (521)

Northwest Area: Spalding High School of Granville, Sioux county (144)
Storm Lake High School of Storm Lake, Buena Vista county (470)

West Central Area: Wall Lake High School of Wall Lake, Sac county (102)
Denison High School of Denison, Crawford county (467)
Kuemper High School of Carroll, Carroll county (840)

Southwest Area: Stanton High School of Stanton, Montgomery county (79)
Red Oak High School of Red Oak, Montgomery county (442)
Lewis Central High School of Council Bluffs, Pottawattamie county (566)

These 25 high schools were located in 24 Iowa counties which ranged in population from among the smallest (Monroe and Van Buren) to the largest (Polk and Linn).

At the time this survey was conducted, Iowa school law required high school seniors to take American Government (American Problems or other comparable subject matter). Consequently, it was theoretically possible for the sample to be made up of every young man and young woman in the senior classes of the 25 schools. This study was finally able to obtain approximately 89 percent response in the sampling.

Principals in each of the 25 schools were contacted by mail or by telephone and asked to determine which teacher or administrator would supervise administration of the instrument and how many of the instruments would be required to cover the entire senior class. Enough four-page folders and IBM forms were mailed to the schools to provide complete coverage with a five percent surplus in case of errors. The initial letter to the schools is included as Appendix B, the reply card returned from the schools as Appendix C, the follow-up letter as Appendix D, the four-page folder used as the questionnaire as Appendix E.

The Instrument

The basis of the questionnaire was the list of occupations used and ranked by North and Hatt in their 1947 NORC survey. In addition to the 90 occupations used by North and Hatt, the additional 14 selected by Blake in 1963 to update occupational choice and to include feminine occupations were also used, and two more occupations, practical nurse and registered nurse, were added by the writer. Directions followed those of the North-Hatt study as closely as possible.

A departure from the 1947 and 1963 studies was to assign randomly these 106 occupations on five different forms of the four-page folders used as questionnaires. These in turn were randomly given to the respondents. The students were asked to judge an occupation as having excellent, good, average, somewhat below average, or poor prestige standing. These were the same responses solicited in the two earlier studies. The instrument is included as Appendix E.

Ratings of the occupations were placed on IBM answer sheets by the students. This facilitated scoring. Sex and rural or urban residence of the respondent were also indicated on the IBM form.

Treatment

Facilities of the Academic Computer Services of the University of Northern Iowa were utilized for statistical treatment. Computer card punching was used with the IBM 509 forms, tying the responses on all five forms of the questionnaire together.

This produced a tabulation of the number of responses made in each of the five response positions by the students. It was then necessary to devise a method of rating the occupations so that they could be

ranked. An arbitrary weighting scale of 5, 4, 3, 2, and 1 was assigned to the five response positions. This corresponded to the North-Hatt word choice (also used in this study) of excellent (5), good (4), average (3), somewhat below average (2), and poor (1), and permitted a mean score to be computed for each occupation, carried to four decimal places. This is an adaptation of the semantic differential method used by Blake[1] and virtually eliminates the possibility of two or more occupations having the same rating (or mean score), given the large size of the sample.

In the North-Hatt survey of 1947 and in the 1963 replication, ranking "had been made possible by a procedure devised to translate the percentaged ratings on each of the jobs into a single general score,"[2] that allowed 100 points for a job receiving only excellent ratings and a minimum of 20 points for a job unanimously rated as poor.

Ranking the occupations on the basis of such a general score suited the North-Hatt purposes. The 1976 Iowa study, however, sought greater dispersion of the scores and greater accuracy of ranking. Ties in the ranking (70 of the 90 occupations in 1947 and 73 of the 90 in 1963 had been so affected) were avoided in all of the overall tabulations and in all but a few of the boy-girl, rural-urban, and school size tabulations. Using the North-Hatt method of obtaining a general score and ranking, it was found that 88 of the 104 occupations in Blake's 1963 study would have been involved in ties and 49 of the 106 jobs in the 1976 Iowa study would have been affected.

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[1]Blake, op. cit.

[2]North and Hatt, op. cit., p. 5.

To permit comparison with the 1947 and 1963 studies, the 1976 Iowa ratings were multiplied by 20 and then rounded off to the nearest whole number. The same treatment was accorded the 1963 Blake results. These comparisons permitted not only an analysis of rank differences, but also permitted Pearson product-moment correlations to be made between the occupational rankings in the various studies.

After determining the ratings and relative rankings of the 106 occupations in the 1976 Iowa study, the 16 occupations added since 1947 were removed from the list and comparisons drawn between the 1947 North-Hatt results, the 1963 NORC replication, the Blake study, and the research of the present writer. A similar comparison was made between the 1963 Blake results and the 1976 study, after eliminating the two nursing occupations.

Tables of rankings were then prepared for the three major interrelationships: young men-young women, rural-urban, and size of school. Inspection showed that differences in the ratings were noticeable, but a statistical test was applied for verification. The computer print-out sheets were then re-analyzed and contingency tables prepared which permitted a chi-square test of the significance of the apparent differences, as well as a "t" test of significant mean differences.

A total of 2,864 questionnaires were returned. Eighty-seven of these were spoiled. The computer printer was able to utilize punch cards from 2,777 of the IBM answer sheets.

Limitations of the Study

Accuracy of response by the students was contingent upon their attention to the administrator of the questionnaire, their personal feel-

ings toward surveys of this type, and the quality of the administrative instructions itself. Errors of interpretation because of instructions were also possible.

The survey was limited to Iowa, specifically to Iowa high school seniors of the class of 1975. All geographical districts of the state were represented. One of the smallest high schools in the state was included as well as one of the largest. Four of the 25 schools were parochial in character, one of these being among the trio of small schools eliminated from final results because of a lack of internal validity.

Chapter 2

REVIEW OF THE LITERATURE

Interest in occupational attributes is a twentieth century phenomenon. It was not until 1905 that Frank Parsons began his educational work with young men and women in Boston that led to the establishment of the Vocation Bureau there in 1908. The National Vocational Guidance Association was not established until 1913.

An occupational attribute "which has been of continuing interest to sociology is prestige. Clearly, prestige is not residual in persons who have different occupations, but rather seems to be conferred upon the occupation holder by others."[1]

The first attempt to "establish distinctions between occupational levels in terms of prestige, or status, was made by Counts in 1925."[2] Counts had a twofold objective in his investigation:

> In the first place, the writer was interested in obtaining information with regard to the social standing of the teaching profession. He was especially desirous of getting from high school students some estimate of the status of this calling. In recent years much has been said and written regarding the altered condition of the teacher and the lowered prestige of those to whom society delegates the educational function. Many have assumed that the point has been reached in the degradation of the profession where one is justified in feeling some embarrassment if found within its ranks.[3]

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[1]Donald G. Zytowski, ed., Vocational Behavior: Readings in Theory and Practice (New York City: Holt, Rinehart and Winston, 1968), p. 85.

[2]Anne Roe, The Psychology of Occupations (rev. ed.; New York City: John Wiley and Sons, 1956), p. 301.

[3]George S. Counts, "The Social Status of Occupations: A Problem in Vocational Guidance," School Review, XXXIII, No. 1 (1925), 17.

Counts continued:

> In the second place, the writer wished to direct attention toward an important problem in vocational guidance which is seldom squarely faced. . . . the question of social rating is ordinarily dismissed with the statement that a particular calling is highly respectable. These careful studies of the objective aspects of occupations are highly commendable, but the less tangible characteristics of vocational life should not be disregarded. It is even debatable that these characteristics are in peculiar need of examination.[1]

Counts selected 45 occupations which were given to various groups of persons to be ranked according to their social standing. The researcher maintained that "certain weaknesses became clear as the study progressed."[2] The task of ranking 45 occupations was too difficult for most people. Mechanical difficulties were considerable and the exercise required some pain and prolonged concentration of attention. He continued:

> There is a second and more fundamental criticism of the method employed. . . . In some instances the evidence suggests that the occupation was ranked not according to actual standing but according to an ideal situation which reflects the prejudices of the individual doing the ranking. The rank was assigned to indicate what it ought to be rather than what it is.[3]

Six groups were surveyed: 82 teachers in Minneapolis, 62 college freshmen in Milwaukee, and 306 high school seniors in Milwaukee, and in Bridgeport, Wallingford, and Meriden, Connecticut.

The final sentences of this pioneer prestige survey report are also worth repeating because they have as much pertinence in 1976 as they did in 1925. Counts said:

> In our society, in spite of what is said about the dignity of labor, many occupations which are clearly necessary to the promotion of the common good are stamped as unworthy and thus given an essentially negative social standing. This situation must be faced frankly and

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[1]Ibid [2]Ibid [3]Ibid, p. 18-19.

> honestly. We must either follow the policy of pointing out to our pupils the great differences in the social status of occupations or make some definite effort through the schools and other educational agencies so to alter the prevailing social attitudes that every occupation which is necessary to the life of society will be accorded positive social recognition.[1]

STUDIES OF RANKING BY RESPONDENTS

Despite the warning issued by Counts, researchers continued to follow the ranking model for more than two decades. Counts said that 45 occupations were too many to rank, and that ranking would be more accurate if fewer jobs were involved. Yet given the huge spectrum of occupations, reducing the number ranked severely limits the applicability of results. Most of the surveys conducted in the period between World War I and the Korean War followed the 25-occupation model used by Hartmann of Pennsylvania State College in 1933.[2] The emphasis remained overwhelmingly on male occupations.

Hartmann found that "physicians uniformly stood first"[3] in the three small scale surveys he conducted in Pennsylvania. Like Counts, Hartmann was primarily concerned with discovering how professionals in the field of education compared in status with some other workers. He included college professor, school superintendent, school principal, high school teacher, and elementary school teacher in the third series of surveys. His sample included 100 adults, chosen from Port Matilda, Tyrone,

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[1] Ibid, p. 27.

[2] George W. Hartmann, "The Prestige of Occupations," The Personnel Journal, XIII, No. 3 (1934), 144-152.

[3] Ibid, p. 144.

and Altoona, Pennsylvania.

Most of Hartmann's conclusions were concerned with matters not within the scope of this study, but he did sound a warning for future researchers:

> One must recognize the historical and geographical relativity of these social prestige rankings. The esteem in which the American public holds bankers has probably altered markedly from 1929 to 1933; a century ago the ministry would have stood higher than it does now. . . . A dynamic society such as ours can readily produce shifts in stratification, and from what we know of social laws it seems probable that forces external to an occupation as such are mainly responsible for its displacement in the prestige hierarchy.[1]

A major change in methods of prestige rankings came in 1943 when Smith reported on the ranking of 100 occupations. Even though he had broken away from the stock list of 25 occupations, Smith himself felt that his list was "not sufficiently representative of the large occupational classes." The warning handed down by Counts comes to mind with Smith's complaint that "rating one hundred occupations seemed to be beyond the limit of ability and/or motivation of many people."[2]

Smith took three years to make the 345 evaluations that constitute the basis of his study, using college students at Baker University in Baldwin, Kansas; the University of Kansas at Lawrence; and high school seniors in Abilene and Olathe, Kansas.

The Kansas work is especially important, however, because Smith stressed the desirability of building up a complete occupational scale. Davies, writing in Nosow and Form's reader, pointed out:

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[1]Ibid, p. 152.

[2]Mapheus Smith, "An Empirical Scale of Prestige Status of Occupations," Man, Work and Society: A Reader in the Sociology of Occupations, eds. Sigmund Nosow and W.W. Form (New York City: Basic Books, 1962), pp. 269-273.

> This is the first time in these studies that exhaustiveness, which one might reasonably have expected to be a ubiquitous problem of research in this field, is brought forward as an important consideration. . . . Smith's proposal for an exhaustive scale, a device from attitude study work, is to erect a skeleton of equally spaced and solidly placed occupations which could serve again and again as a sorting machine, through which sample lists of occupations could be passed.[1]

Deeg and Paterson of the University of Minnesota reported in 1947 on what has become a widely quoted replication of Counts' work.[2] The two Minnesotans in 1946 used four groups totaling 475 people. Among them were 169 college freshmen and sophomores; 75 upper classmen and graduate students in a vocational psychology course; 31 seniors in a Minneapolis vocational high school; and 200 seniors in a St. Paul academic high school.

Deeg and Paterson took Counts' suggestion that ranking 25 occupations would probably increase the reliability of the ranking because of the difficulty in ranking 45 occupations. They deleted every other occupation ranked by Counts and then added three of the original occupations at widely separated points in the rank order. The instructions issued to the respondents were identical to those used by Counts, and the Minnesotans used median ranks in their statistical analysis. Their four groups of students produced inter-correlations (rank difference) ranging from positive 0.93 to positive 0.99. This was the first report to emphasize the stability of prestige rankings.

Tuckman performed a similar study in Canada at about the same

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[1]A.F. Davies, "The Prestige of Occupations," eds. Nosow and Form, op. cit., pp. 260-261.

[2]Maethel E. Deeg and Donald G. Paterson, "Changes in Social Status of Occupations," Occupations, XXV, No. 4 (1947), 205-208.

time, using 410 college students as his sample and asking them to rank 25 occupations.[1] A decade later, writing in the Personnel and Guidance Journal, he said that his study, that of Counts, and that of Deeg and Paterson, "have demonstrated the existence of a hierarchy of occupations with respect to social status, with the professional . . . occupations at the top of the scale and semi-skilled and unskilled occupations at the bottom."[2]

Welch reported on a replication of the Deeg and Paterson work, conducting her study in 1947. She used 500 students attending Indiana State Teachers College for her sample and followed the Minnesota study closely, adding the occupation of high school teacher to make a total of 26 occupations. She wished to determine "whether teachers' college students viewed differently the social status of the same occupations" and expressed curiosity over the possibility that "the fact that the subjects were students in a teachers' college and thus potential teachers, would affect the rankings to any marked degree."[3]

Welch found a correlation (positive 0.98) between the Deeg-Paterson results and the results of her own survey, and concluded "the fact that the subjects may very likely enter the teaching profession does not affect their attitudes toward occupational prestige to a marked degree."[4]

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[1]Jacob Tuckman, "Social Status of Occupations in Canada," Canadian Journal of Psychology, I, No. 2 (1947), 71-74.

[2]Jacob Tuckman, "Rigidity of Social Status Rankings of Occupations," Personnel and Guidance Journal, XXXVI, No. 8 (1958), 534.

[3]Maryon K. Welch, "The Rankings of Occupations on the Basis of Social Status," Occupations, XXVII, No. 4 (1949), 238.

[4]Ibid, p. 241.

Interest still continues in the work of George Counts, however. This interest gives a strong indication of the research value of occupational prestige studies, despite the warnings of Counts, Hartmann, and Smith. Notwithstanding the limitation of using only 25 occupations, and despite the difficulties respondents had in ranking these occupations, the model continues to have attraction for researchers. Measurement of change appears to be the principal motivation. In April, 1968, three more staff members at the University of Minnesota reported on still another replication of Counts' 1925 study. Hakel, Hollmann and Dunnette used a sample of only 381 male and female psychology students, but "it was not deemed necessary to sample a more heterogeneous subject pool because both Counts and Deeg and Paterson found only minor differences among the various populations they sampled."[1]

The three men concluded that "there has been very little relative change in the prestige order of occupations in our society during the last 42 years."[2]

Shertzer also commented on the apparent lack of change, pointing out that "the prestige values of occupations remain fairly stable. Researchers who have studied the prestige of occupations in other countries report that results are similar to those in the United States."[3]

Alluding to criticisms of these studies, Shertzer added:

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[1]Milton D. Hakel, Thomas D. Hollmann, and Marvin D. Dunnette, "Stability and Change in the Social Status of Occupations Over 21 and 42 Year Periods," Personnel and Guidance Journal, XLVI, No. 8 (1968), 763.

[2]Ibid.

[3]Bruce Shertzer, Career Exploration and Planning (Boston: Houghton Mifflin Co., 1973), p. 176

> A problem of most prestige systems of classifying occupations is that so very few of the many occupations in this country have been included. Twenty-five or sixty-five occupations are far from giving total coverage of the work world. Careful study reveals, however, that these occupations are usually representative. Therefore, the results may have more value than their first appearance would indicate.[1]

Shertzer recommended that young people take a look at prestige studies. He listed three values of such examination: an understanding of the considerable difference in the amount of prestige given to various occupations; the prestige standings might well be part of the psychological considerations taken into account in occupational choice; and the possibility that motivation toward new work goals might be developed.[2]

Herr and Cramer also endorsed the view that study of occupational prestige surveys is useful for young people:

> They permit youngsters in the process of vocationalization to project into the future in order to discern probable changes in occupational status levels. If young people are to appreciate the dignity which they can bring to all work, they must understand the bases on which some occupations are perceived as prestigious and others are not. If occupational prestige is a consideration in vocational decision making, it is important that youngsters understand the factors that determine prestige.[3]

STUDIES OF WOMEN'S PREFERRED OCCUPATIONS

Women had little place in the early occupational prestige studies. Of the occupations included in Counts' pioneer work, only one (rural school teacher) could be regarded as even partially feminine-oriented. The reason has never been explained satisfactorily, but it is certain that women had a minor role in the nation's monetarily-rewarded la-

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[1]Ibid, p. 176-179

[2]Ibid, p. 179

[3]Edwin L. Herr and Stanley H. Cramer, Vocational Guidance and Career Development (Boston: Houghton Mifflin Co., 1972), p. 76.

bor force until the onset of the second World War.

Fifteen years after Counts reported on his study in 1925, Stevens produced the first study concerning women's vocations.[1] Stevens surveyed a now-standard list of 25 occupations and the sample was limited to 150 women college students.

Two studies reported in Occupations in 1948 and 1949 should be mentioned here. Baudler and Paterson of the University of Minnesota surveyed 29 women's occupations, using a sample composed of 495 high school seniors in Austin, Minnesota, and South Bend, Indiana; and 278 college students at the University of Minnesota. The researchers said "It is time similar information be secured in regard to women's occupations."[2]

Their procedure was that originally employed by Counts, the ranking sheet was similar, and "with the exception of minor changes and additions in wording, the directions were the same."[3] Baudler and Paterson found correlations ranging from positive 0.95 to positive 0.99 between the four groups and concluded that they were justified in combining the results into a consolidated rank order.

Women's occupations which are at the professional level or which required long periods of training were ranked high and those "which are at the unskilled or semi-skilled levels of work and which require relatively short periods of training and/or experience are ranked low."[4]

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[1]R.B. Stevens, "The Attitudes of College Women Toward Women's Vocations," Journal of Applied Psychology, XXIV, No. 5 (1940), 615-627

[2]Lucille Baudler and Donald G. Paterson, "Social Status of Women's Occupations," Occupations, XXVI, No. 7 (1948), 421.

[3]Ibid. [4]Ibid.

The North-Hatt study, its 1963 replication by the National Opinion Research Center, and most of the replications of the Counts and Deeg and Paterson works continued to survey essentially masculine occupations. Blake, in 1963, and pilot studies leading to the 1976 Iowa study, added numerous occupations that are almost exclusively chosen by women.

But the barriers are coming down, the stereotypes are being shattered. The comments of Elizabeth Duncan Koontz, director of the Women's Bureau of the U.S. Department of Labor, emphasized these changes:

> With greater freedom to choose and more control over their own destinies, some women will select un-traditional occupations, and so will some men. We'll see more women repairing cars and appliances, and working as computer programmers, engineers, jockeys, and stockbrokers. More men may choose careers as nurses, secretaries, social workers, and elementary school teachers. We're not going to build this kind of world in a day, but the schools can move us toward it. If girls are to find broader vocational opportunities, they will need counselors who can advise on the basis of what is possible now, not on what was available in the past.[1]

NEW APPROACHES TO PRESTIGE RANKINGS

Three studies taking different approaches to this subject of occupational prestige can be noted here. In the late 1950's, Knude and Dawis undertook a three nation replication of the Deeg and Paterson work (but still using a list of 25 occupations). They compared occupational prestige in Germany, the Philippines, and the United States, and concluded that "parents, teachers and counselors in all three countries . . . face the extremely difficult problem of unrealistic vocational choice among youth, in part because of this factor of occupational prestige."[2]

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[1]Elizabeth Duncan Koontz, "New Priorities and Old Prejudices," Today's Education, LX, No. 3 (1971), 25-26.

[2]T.A. Knude and Rene V. Dawis, "Comparative Study of Occupational Prestige in Three Western Cultures," Personnel and Guidance Journal, XXXVII, No. 5 (1959), 350-352.

Three years earlier, Canter had approached the subject from yet another angle. He attempted to correlate the rankings of civilian occupations of army enlisted personnel based upon average Army General Classification Test scores with rankings of social status of the same occupations. He concluded that the manner in which respondents perceive the intelligence of personnel in occupational groups "may be a dominant factor leading to judgments of social status of occupations."[1]

Tuckman, who spent several decades studying this subject of occupational prestige, asked what would happen if the questionnaires included the title and a modified description of the job duties taken from the Dictionary of Occupational Titles and if the title itself were eliminated and only the description of the job used? Tuckman recalled his own studies, and those of Deeg-Paterson, Baudler-Paterson, Welch, and Counts, considered the passage of time, and then pointed out that "the consistency of social status rankings of occupations by subjects differing in age, sex, education, and geographical location had been remarkably stable."[2] Tuckman asnwered his question about job titles and descriptions by saying:

> Significant shifts in mean rankings for social status do occur for a number of occupations when the job description is added to the job title or when the job description is substituted for the job title. These shifts may occur because the job description may be at variance with the individual's particular notion about the occupations, which may have been influenced by the movies, radio, or TV, rather than based on sound information about the nature of the work performed.[3]

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[1]Ralph Canter, "Intelligence and the Social Status of Occupations," Personnel and Guidance Journal, XXXIV, No. 5 (1956), 258-260.

[2]Tuckman, "Rigidity of Social Status Rankings of Occupations," p. 534.

[3]Ibid, p. 537.

AN OVERDUE CHANGE

Two decades had passed since Counts produced the initial prestige ranking survey. He had warned that asking respondents to rank more than 25 occupations was hazardous in terms of study validity. Yet researchers continued to ask their respondents to rank occupations, usually in descending order of importance. Smith had sought exhaustiveness, yet he too had stated "it is impossible to make rank arrangements and ratings of all the thousands of different occupations as part of one experiment."[1]

If ranking a meaningful number of occupations in prestige order was difficult, if not impossible, could not another method be developed? In the spring of 1947, a survey, conducted by the National Opinion Research Center interviewers, "approached a nationwide cross-section of Americans with a battery of questions designed to explore some of the basic public attitudes regarding occupations."[2] The survey was conducted in cooperation with the College Study of Intergroup Relations, the graduate school of Ohio State University, and the federal government. The representative sample was made up of 2,920 persons 14 years of age and older, selected by geographic area, size of city, age, sex, socio-economic status, and race.

Ninety occupations were on the list, almost entirely those associated with men, and instead of ranking the occupations, the respondents were asked to give each occupation one of five descriptive positions.

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[1]Smith, op. cit., p. 260.

[2]Cecil C. North and Paul K. Hatt, "Jobs and Occupations: A Popular Evaluation," Opinion News, IX, No. 4 (1947), 3.

These positions were "excellent," "good," "average," "somewhat below average," and "poor." Percentages were computed for each rating for each of the occupations and these percentages were weighted to give the maximum 100 and minimum 20 points already described in Chapter 1.

This was the monumental North-Hatt study, breaking the earlier pattern on several counts. The sample was a very large one, nearly 3,000. Instead of 25 occupations, 90 were considered. And instead of ranking, the respondents were asked to give ratings (semantic differentials), obviously a much simpler task. Like the much smaller, differently oriented Counts' study of 1925, the North-Hatt survey has become a hallmark against which all other occupational prestige surveys are compared.

Hatt, in a paper presented to a sociological gathering, stated that the "prestige rankings of between two-thirds and three-fourths of the gainfully employed can be either identified exactly or estimated accurately."[1] And as an indication of the reliability of these scores, he and North found that "for about four-fifths of the occupations no significant differences among four geographic regions showed up."[2]

As a further reliability check, two occupations were entered twice with slight changes in the names. These were garage mechanic paired with automobile repairman, and public school teacher paired with instructor in the public schools. This built-in reliability check was retained in the 1963 Blake study and in the 1976 Iowa study.

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[1]Paul K. Hatt, paper read at the Eastern Sociological Society, April 23, 1949, Nosow and Form, op. cit., p. 245.

[2]Ibid.

A major use of surveys of occupational prestige is to permit classification of occupations. The classification scheme followed by North and Hatt was utilized by Roe[1] and was adapted for use in the 1976 Iowa study. It appears as Appendix F. But Hatt warned that "Classification . . . must be done by occupational families if it is to have meaning."[2] Other students of occupational psychology, such as Super and Roe, agree.

Shartle, in discussing the North-Hatt study, pointed out that:

> Occupations that had a considerable degree of responsibility for the public's welfare or that required considerable specialized training rated very high. . . . All occupational classes rated their own and related occupations higher than did other groups. . . . Reasons given most often for rating a job excellent were high pay, service to humanity, much preparation required for entrance, and high social prestige.[3]

Wilson and Kolb discussed the North-Hatt study and praised it, pointing out that:

> Social stratification goes beyond mere social differentiation. Stratification always is based upon invidious distinctions and implies differential valuations of esteem and prestige. Most of the literature on the subject arrives at this conclusion through logical reasoning coupled with casual illustration rather than through any systematic empirical inquiry.[4]

Zytowski's book of readings in vocational behavior includes an article by Hodge, Siegel and Rossi of the National Opinion Research Center. This article originally appeared in the American Journal of Sociology, and in it the authors discussed the replication in 1963 of the

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[1]Roe, op. cit., p. 303-305. [2]Hatt, op. cit., p. 245

[3]Carroll L. Shartle, Occupational Information (3d ed.; New York City: Prentice-Hall, Inc., 1969), p. 114-115.

[4]Logan Wilson and William Kolb, Sociological Analysis, (New York City: Harcourt, Brace and World, 1949), p. 429-430.

North-Hatt survey. They stated that the "major result of the 1963 re-study is dramatically summarized in the product-moment correlation coefficient of .99 between the scores in 1947 and the scores in 1963."[1] The 1963 replication, like the 1947 original, is a vital part of the comparisons which appear in Chapter 4 of the 1976 Iowa study.

Hodge, Siegel, and Rossi also found a Spearman rank-order correlation of positive 0.98 between the ranks in 1947 and 1963.

Blake's 1963 Iowa study[2] was statewide in scope and the sample was impressively large, being composed of 2,055 high school seniors. She added 14 occupations to the North-Hatt list, including some feminine-oriented ones, and others that reflect the continually changing nature of occupations. She was influenced by the steadily increasing proportion of women who work for salaries or wages outside the home and the probability that this trend would continue.

Her comparisons with North-Hatt and her method of assigning mean ratings carried to four decimal places are useful and can be considered a reference point for this and future statewide surveys. Randomization of the sample and other procedural weaknesses present some challenge to the Blake results but once again inter-correlations offer an indication of considerable validity.

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[1]Robert W. Hodge, Paul M. Siegel, and Peter H. Rossi, "Occupational Prestige in the United States, 1925-1963," Vocational Behavior, Zytowski, op. cit., p. 91.

[2]Margaret Tate Blake, "Desired Future Vocations and Prestige Rankings of Occupations," paper presented at Iowa Personnel and Guidance Association Conference, April, 1964, Iowa State University, Ames.

SOME DOUBTS AND WARNINGS

No single aspect of these occupational prestige studies and comparisons between them has been criticized as much as the similarity in the results. Tuckman took note of this similarity in the summary of his research when he said that despite the shifts in rankings for some occupations, "the inter-correlations . . . among the three conditions indicate that the overall social status rank order for the occupations varying from professional to unskilled remains unchanged."[1]

Some observers feel there is too much similarity in the results of these studies, and because of this similarity, cast doubt about the wisdom of carrying interpretations of the results too far. Rose and Wall are among the critics. "We must," they said,"look beneath this mash of similarity in these prestige rankings and reveal, through comparative studies, the different orientations which the various sub-groups in the society have to the occupational structure."[2]

Stefflre doubted if respondents to prestige surveys were clearly able to distinguish the various bases for social status. He believed that there were four major groups of elements that people had in mind when they granted differential social status to various occupations: education, intelligence, value to the community, and the nature of the work

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[1]Tuckman, "Rigidity of Social Status Rankings of Occupations," 534.

[2]Alvin W. Rose and Mildred C. Wall, "Social Factors in Prestige Rankings of Occupations," Personnel and Guidance Journal, XXXVI, No. 7 (1958), 472.

itself.[1]

The terms "status" and "prestige" are used interchangeably in the majority of the studies. Pavalko warned that there is a semantic difference in the terms:

> Occupational status and occupational prestige are frequently used interchangeably and as surrogates for other concepts such as "social class." This is unfortunate since status and prestige represent different aspects or dimensions of occupations. In addition, there exist unique research traditions and problems associated with the study of occupational status as distinct from the study of occupational prestige. . . . occupational status refers to the education and income associated with an occupation. Occupational prestige refers to the evaluation of an occupation held by persons. Occupational prestige is therefore more subjective (but no less measurable) than occupational status.[2]

Knowledge about occupational characteristics and social results are important to our society, according to DeFleur who believed that:

> Children's knowledge and their sources of learning about a)the characteristics and requirements of occupational roles and b)the social consequences of selecting a given type of work, are of considerable importance in the industrial, open class society. Such knowledge is significant for the individual who must not only select an occupation but adjust to other persons in given occupations. Such learning sources are significant for the society, which must maintain adequate recruitment and motivation at all levels of the labor force.[3]

Baudler and Paterson warned that it "is these social prestige factors that frequently interfere with rational vocational choices based on abilities, aptitudes and fundamental vocational interests."[4] They issued a challenge to vocational counselors and those in education responsible

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[1]Buford Stefflre, "Analysis of the Inter-Relationships of Rankings of Occupations," Personnel and Guidance Journal, XXXVII, No. 6 (1959), 435-438.

[2]Ronald M. Pavalko, Sociology of Occupations and Professions (Itasca, Illinois: F.E. Peacock, 1971), p. 132.

[3]Melvin L. DeFleur, "Children's Knowledge of Occupational Roles and Prestige," Psychological Reports, XIII, No. 3 (1963), 760.

[4]Baudler and Paterson, op. cit., 423-424.

for teaching young people about the world of work:

> Do we really believe in the dignity of labor? Is it really better to be a first-class factory operative than to be a third-rate commercial artist? Do we actually believe that people should seek the type of work for which they can best be fitted? Can we provide an attitudinal climate in which job satisfaction can eventuate from entering an occupation for which one is suited by abilities, aptitudes and interests? Do we not have a problem in the area of vocational choice, vocational training, and occupational adjustment in which the emotional and feeling components loom large just as does the area of interracial and inter-cultural relations and understandings?[1]

Counts opened a new avenue of educational research a half century ago. His work is still being cited. His survey is still being replicated. And his words are still being quoted:

> It has often been remarked by those interested in the problems of vocational guidance that an extraordinarily large proportion of the children in the high schools are looking toward the professions. This has been taken as evidence of defective knowledge on the part of the high school pupil of the world in which he lives. The present investigation would suggest that high school students know a great deal about this world. They look forward to the professional occupations because they are sensitive to the social judgment and because they recognize the prestige which is attached to these callings. The difficulty, perhaps, is that they know too much rather than too little about the world into which they are going.[2]

The Yale professor appears very prophetic two full generations later.

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[1] Ibid, 424.

[2] Counts, op. cit., 26-27.

Chapter 3

THE 1976 IOWA STUDY OF OCCUPATIONAL PRESTIGE

The 1976 Iowa Study of Occupational Prestige had its genesis nearly a decade ago as an outgrowth of courses offered in occupational information and vocational guidance at the University of Northern Iowa. Interest was kindled by lectures, by readings, and by exposure to the works, particularly, of Counts, the National Opinion Research Center, and Blake. The writer's part-time work with the Gallup organization and his decade and a half of experience as a newspaper editor and publisher, had convinced him of the importance of up-to-date opinion polling, and the numerous sampling errors of public opinion pollsters made him thoroughly cognizant of the risks involved in such work. "What do people think?" is an ever-challenging question, but the challenge is just as great to create an instrument which will accurately measure those thoughts.

Was a statewide survey on the subject of occupational prestige feasible? Was it important? The pilot studies conducted first in Mitchell and Butler counties and later on a statewide basis, gave an affirmative answer to the first question and an increasing awareness of the role prestige plays in unrealistic vocational choices affirmed the second question.

Were there any significant differences in the manner in which young men and women rated different occupations? Because, if there were, some doubts were going to be tossed at the conclusions of some earlier studies. Much is made in Iowa, particularly during the months in which

the legislature meets, of the split between rural and urban interests. This offered another dichotomy that could be measured.

The continuing interest concerning further school reorganization in Iowa prompted an analysis of the ratings assigned by students attending high schools of various size.

Thorough randomization is a mark of carefulness in certain research projects. The schools attended by the respondents to the 1976 Iowa study were randomized, not only for first choice schools, but for second and third choices as well. The order of occupations on the questionnaires was randomized not once, but on all five of the forms used. The placement of the questionnaires and answer sheets with the respondents was also randomized.

Table 1 lists the 106 occupations in the 1976 Iowa study in order of rank, together with the number of students who rated the occupations and the mean scores of the occupations. The two top ranking occupations, lawyer and physician, were in a class by themselves. Between physician and architect, the third ranking occupation, there was a mean score gap of .1245, five times the average differential of .0248 between each of the 106 occupations.

Of the top 10 occupations, two (astronaut and electronics engineer) are additions to the list of 90 ranked by North and Hatt. Two others, medical technician and computer programmer, are ranked among the second 10.

United State Supreme Court justice is ranked fourth in Table 1, which gives the overall occupational prestige rankings assigned by the 2,864 young men and women who took part in the 1976 Iowa study. Hodge, Siegel and Rossi believe "that there may be some truth" to the hypothesis

that "publicity enhances prestige."[1] But publicity cannot only enhance prestige; it can also damage prestige. The United States Supreme Court has received much unfavorable publicity in the past decade. The attacks of conservatives supporting the status quo, the attacks of right wingers and racists, did much damage to the image of the court, regardless of the truth or falsity of the charges. The personal problems and quasi-legal difficulties of several of the justices plus full scale political warfare over the nomination of others also have resulted in publicity that has lessened the image of the court. There has been a significant erosion of the prestige of those associated with politics. The Watergate shame, continued international conflicts and embarrassments to the United States, and repeated instances of outright corruption have lessened the prestige of congressmen, governors, mayors, and cabinet members. Medical doctors and lawyers, too, have been the subjects of derogatory publicity. But these two professions are occupations without direct political connotations and they appear to have kept their traditional lofty prestige positions. Personal acquaintance with doctors and lawyers might well be a major factor in the high prestige rankings assigned these occupations by Iowa high school students.

North and Hatt paired two sets of occupations in their 1947 survey, an attempt to include a built-in test of reliability. This test of reliability was also applied in the 1976 Iowa study of occupational prestige. The paired occupations of public school teacher and instructor in

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[1]Robert W. Hodge, Paul M. Siegel, and Peter H. Rossi, "Occupational Prestige in the United States, 1925-1963," Donald G. Zytowski, ed., Vocational Behavior: Readings in Theory and Practice (New York City: Holt, Rinehart and Winston, 1968), p. 94.

a public school ranked in the second quartile, and differed by only .0081 in mean score. In addition, instructor and teacher occupied adjacent ranks in the prestige hierarchy. There was more difference in the mean scores of the other paired occupations, automobile repairman and garage mechanic, although both ranked together in the third quartile.

Six of the 106 occupations were given a semantic rating of good or higher, with another 29 being ranked closer to good than to average. Seventy occupations were rated average or above, with another 23 coming closer to average than to somewhat below average.

The widest mean score spread was between street sweeper and shoe shiner (.1801), the two lowest ranked occupations, and there were big differences between garbage collector and street sweeper (.1780) and between sharecropper and soda fountain clerk (.1320).

The narrowest mean score spreads were between army captain and newspaper columnist (mean score difference of .0002) and between government scientist and building contractor (mean score difference of .0004).

Minister and priest were close together on the ranking scale, and the mean score difference of .0452 was less than the average for two positions on the ranking scale.

Governor ranked above United States representative in Congress, airline stewardess lower than pilot, registered nurse above practical nurse, accountant above bookkeeper, army captain above army corporal, farm owner and operator as the highest among the farm occupations, and railroad engineer ranked above conductor. Yet there were some peculiarities. An employer of "about 100 people" (factory owner) ranked in the second quartile and electrician ranked in the first quartile. Cosmetologists had a much higher prestige ranking than undertakers.

Table 1

The 1976 Iowa High School Survey of Occupational Prestige
(106 Occupations)
Rankings and Mean Scores

	Number of Respondents	Rank	Mean Score
Lawyer	2760	1	4.2334
Physician (doctor of medicine)	2719	2	4.2009
Architect	2764	3	4.0764
United States supreme court justice	2763	4	4.0711
Astronaut	2764	5	4.0524
Airline pilot	2740	6	4.0297
Banker	2744	7	3.9773
Nuclear physicist	2754	8	3.9609
Psychologist	2754	9	3.9433
Electronics engineer	2766	10	3.9397
Scientist	2763	11	3.9167
State governor	2762	12	3.9128
Dentist	2758	13	3.8909
Medical technician	2731	14	3.8898
College professor	2749	15	3.8648
Biologist	2757	16	3.8548
United States representative in congress	2733	17	3.8353
Head of a department in a state government	2753	18	3.8104
Computer programmer	2756	19	3.8068
Chemist	2757	20	3.8057
Member of the board of directors of a large corporation	2766	21	3.7931
Cabinet member in the federal government	2737	22	3.7425
Accountant for a large business	2758	23	3.7365
Electrician	2768	24	3.7265
Government scientist	2753	25	3.7209
Building contractor	2753	26	3.7205
Mayor of a large city	2759	27	3.7186
X-ray technician	2766	28	3.7113
Registered nurse	2760	29	3.6965
Farm owner and operator	2757	30	3.6471
Diplomat in the foreign service	2740	31	3.6342
Sociologist	2746	32	3.5982
Owner of a factory that employs about 100 people	2771	33	3.5798
Carpenter	2757	34	3.5161
Civil engineer	2726	35	3.5025

Table 1 (Continued)

	Number of Respondents	Rank	Mean Score
Economist	2759	36	3.4659
Author of novels	2777	37	3.4563
County judge	2754	38	3.4396
Artist who paints pictures that are exhibited in galleries	2769	39	3.4378
Radio announcer	2757	40	3.4284
Policeman	2750	41	3.4114
Official of an international labor union	2750	42	3.4046
Airline stewardess	2734	43	3.3746
Tenant farmer - one who owns livestock and machinery and who manages the farm	2755	44	3.3681
Insurance agent	2770	45	3.3405
Owner-operator of a printing shop	2752	46	3.3167
Manager of a small store in a city	2763	47	3.2899
County agricultural agent	2729	48	3.2880
Instructor in the public schools	2760	49	3.2836
Public school teacher	2760	50	3.2755
Captain in the regular army	2753	51	3.2742
Newspaper columnist	2749	52	3.2740
Trained machinist	2750	53	3.2726
Reporter on a daily newspaper	2774	54	3.2619
Minister (clergyman)	2761	55	3.2598
Bookkeeper	2757	56	3.2417
Priest	2747	57	3.2146
Teletype operator	2702	58	3.1862
Musician in a symphony orchestra	2769	59	3.1812
Railroad engineer	2750	60	3.1728
Secretary	2749	61	3.1668
Plumber	2751	62	3.1283
Automobile repairman	2761	63	3.1101
Key punch operator	2759	64	3.1041
Practical (not registered) nurse	2742	65	3.1013
Welfare worker for a city government	2766	66	3.0981
Truck driver	2757	67	3.0421
Heating and air conditioning installer	2760	68	3.0191
Cosmetologist (beautician)	2753	69	3.0184
Local official of a labor union	2730	70	3.0178
Business machine serviceman	2765	71	2.9973
Television repairman	2364	72	2.9843
Garage mechanic	2760	73	2.9828
Corporal in the regular army	2735	74	2.9587
Bartender	2745	75	2.9500

Table 1 (Concluded)

	Number of Respondents	Rank	Mean Score
Singer in a night club	2746	76	2.9377
Mail carrier	2771	77	2.9257
Undertaker (mortician)	2757	78	2.9077
Railroad conductor	2729	79	2.8854
Dressmaker	2749	80	2.8310
Clerk in a store	2757	81	2.8287
Lumberjack	2747	82	2.8262
Barber	2772	83	2.8213
Traveling salesman for a wholesale concern	2742	84	2.7927
Machine operator in a factory	2753	85	2.7127
Fisherman who owns his own boat	2340	86	2.7116
Farm hand	2754	87	2.6582
Milk route man	2753	88	2.5982
Playground director	2767	89	2.5940
Owner-operator of a lunch stand	2751	90	2.5733
Dock worker	2733	91	2.5342
Restaurant cook	2774	92	2.5166
Railroad section hand	2746	93	2.5075
Night watchman	2761	94	2.4518
Taxi driver	2762	95	2.4096
Restaurant waiter	2752	96	2.3899
Streetcar motorman	2745	97	2.3726
Filling station attendant	2755	98	2.3447
Coal miner	2732	99	2.3329
Sharecropper - one who owns no livestock or machinery and does not manage the farm	2749	100	2.3281
Soda fountain clerk	2753	101	2.1961
Janitor	2745	102	2.0777
Clothes presser in a laundry	2760	103	2.0233
Garbage collector	2766	104	1.9878
Street sweeper	2765	105	1.8098
Shoe shiner	2752	106	1.6297
Mean score, all 106 occupations			3.2097
Median score			3.2673

THE MALE-FEMALE DICHOTOMY

Young women tended to assign a higher semantic rating to an occupation than did young men. The mean rating for the 106 occupations in the 1976 Iowa study, according to females, was 3.2710. The comparable figure for males was 3.1440. There was an even greater variance when the median ratings were considered. Median score for females was 3.3905 and for the males 3.1801.

A total of 1,362 males and 1,423 females produced answer sheets from which computer punch cards could be obtained. Variability was also considerably greater among the young women, who produced a mean score range of 2.8601, compared to a range of 2.3353 for the young men. The average difference in mean score between ranks for females was .0272 and only .0222 for males.

Another indication of the feminine tendency to rate occupations higher was that the young men in the 1976 Iowa study accorded a semantic rating of good (4.0000) or higher to only lawyers, while the young women gave good ratings to 16 occupations. Three occupations were rated below 2.0000 by females and two were so rated by males.

Table 2, which begins on page 44, lists the 106 occupations of the 1976 Iowa study in their overall rank order. The mean rating of the young men is followed by the mean rating of the young women, then by the ranks assigned by the males, the ranks assigned by the females, and the variance between the two sets of rankings.

Thirty-seven of the 106 occupations were given higher semantic ratings (means) by the young men. A list of these occupations will be found in Table 3. Only six of these 37 occupations are in the top half

of the combined rankings and only two (electrician and building contractor) rank in the first quartile. Table 4 lists the occupations which were ranked noticeably (five ranks or more) higher by males. There is only a limited similarity between Tables 3 and 4, with little relationship between the size of mean score difference and difference in rankings. Of the 37 occupations rated higher by young men, 22 are included in the list of 39 occupations ranked appreciably higher by them.

There are some apparently major differences between semantic ratings and rankings. Electronics engineer was rated semantically higher by females, but was ranked 14 positions higher by males. Airline pilot, member of the board of directors of a large corporation and several farm occupations were others rated higher in mean score by the young women but ranked much higher by the young men.

The classification system followed by North and Hatt, and utilized by Roe (Appendix F) divided the 90 occupations into 11 classifications. The 1976 Iowa study used one less group, placing farm laborer in the same group with farmers and farm managers. Basing the order of these groups of occupations on the mean general score (or what North and Hatt termed the "average" score) from highest to lowest, the classification was as follows: government officials; professional and semi-professional; proprietors, managers and officials, except farm; clerical, sales and kindred workers; craftsmen, foremen and kindred workers; farmers and farm workers; protective service workers; operatives and kindred workers; laborers; and service workers, except domestic and protective.

Roe made a case for "responsibility or position in a pecking order" and cited Caplow's belief that "the most important determinant of prestige is the subject's degree of control of other people's behavior

Table 2

The 1976 Iowa High School Survey of Occupational Prestige
(106 occupations)
Male and Female Ratings and Rankings

	Occupation and Combined Ranking	Male Rating	Female Rating	Male Rank	Female Rank	*Variance
1	Lawyer	4.0348	4.4193	1	2	+ 1
2	Physician (doctor of medicine)	3.9605	4.4246	4	1	- 3
3	Architect	3.9155	4.2272	7	4	- 3
4	U.S. supreme court justice	3.9312	4.2021	5	5	same
5	Astronaut	3.9850	4.1154	3	7	+ 4
6	Airline pilot	3.9944	4.0628	2	12	+ 10
7	Banker	3.9003	4.0491	8	15	+ 7
8	Nuclear physicist	3.8361	4.0780	9	9	same
9	Psychologist	3.6384	4.2287	23	3	- 20
10	Electronics engineer	3.9258	3.9527	6	20	+ 14
11	Scientist	3.7549	4.0674	12	10	- 2
12	State governor	3.8057	4.0133	10	16	+ 6
13	Dentist	3.7173	4.0534	16	14	- 2
14	Medical technician	3.6538	4.1099	20	8	- 12
15	College professor	3.6608	4.0549	19	13	- 6
16	Biologist	3.6303	4.0662	26	11	- 15
17	U.S. representative in congress	3.6990	3.9626	18	18	same
18	Head of dept. in state govt.	3.6524	3.9584	21	19	- 2
19	Computer programmer	3.7079	3.8992	17	23	+ 6
20	Chemist	3.6349	3.9652	24	17	- 7
21	Member of board of directors	3.7855	3.8003	11	28	+ 17
22	Cabinet member, federal govt.	3.6328	3.8448	25	27	+ 2
23	Accountant for a large business	3.5617	3.9005	29	22	- 7
24	Electrician	3.7423	3.7118	13	31	+ 18
25	Government scientist	3.5650	3.8670	28	26	- 2
26	Building contractor	3.7242	3.7169	14	30	+ 16
27	Mayor of a large city	3.6482	3.7844	22	29	+ 7
28	X-ray technician	3.4775	3.9305	31	21	- 10
29	Registered nurse	3.2373	4.1268	50	6	- 44
30	Farm owner and operator	3.6300	3.6632	27	33	+ 6
31	Diplomat in the foreign service	3.3811	3.8721	34	25	- 9
32	Sociologist	3.2920	3.8847	41	24	- 17
33	Owner of factory employing 100	3.7191	3.4490	15	45	+ 30
34	Carpenter	3.5558	3.4788	30	42	+ 12
35	Civil engineer	3.4570	3.5449	32	38	+ 6

Table 2 (Continued)

	Occupation and Combined Ranking	Male Rating	Female Rating	Male Rank	Female Rank	*Variance
36	Economist	3.2866	3.6338	42	36	- 6
37	Author of novels	3.2567	3.6438	46	34	- 12
38	County judge	3.3653	3.5093	36	39	+ 3
39	Artist who exhibits in galleries	3.2254	3.6371	52	35	- 17
40	Radio announcer	3.4476	3.4104	33	48	+ 15
41	Policeman	3.2627	3.5501	45	37	- 8
42	Official of international union	3.3629	3.4438	37	46	+ 9
43	Airline stewardess	3.0145	3.7086	68	32	- 36
44	Tenant farmer (defined)	3.3672	3.3690	35	57	+ 22
45	Insurance agent	3.2939	3.3840	40	55	+ 15
46	Owner-operator of printing shop	3.2385	3.3902	49	54	+ 5
47	Manager of small store in city	3.2352	3.3410	51	58	+ 7
48	County agricultural agent	3.2710	3.3041	44	62	+ 18
49	Instructor in the public schools	3.0736	3.4800	60	41	- 19
50	Public school teacher	3.0349	3.5004	63	40	- 23
51	Captain in the regular army	3.2405	3.3058	48	61	+ 13
52	Newspaper columnist	3.1667	3.3739	55	56	+ 1
53	Trained machinist	3.3246	3.2238	38	64	+ 26
54	Reporter on daily newspaper	3.1249	3.3907	59	53	- 6
55	Minister (clergyman)	3.0332	3.4722	64	43	- 21
56	Bookkeeper	3.0706	3.4012	61	50	- 11
57	Priest	3.0167	3.3966	67	51	- 16
58	Teletype operator	3.0275	3.3351	65	59	- 6
59	Musician in a symphony orchestra	2.9480	3.3966	70	52	- 18
60	Railroad engineer	3.1907	3.1560	53	65	+ 12
61	Secretary	2.8468	3.4640	78	44	- 34
62	Plumber	3.2428	3.0215	47	69	+ 22
63	Automobile repairman	3.2991	2.9325	39	73	+ 34
64	Key punch operator	2.8614	3.3309	75	60	- 15
65	Practical (not registered) nurse	2.7633	3.4179	84	47	- 37
66	Welfare worker for city govt.	2.7664	3.4090	83	49	- 34
67	Truck driver	3.2740	2.8261	43	80	+ 37
68	Heating and air cond. installer	3.1331	2.9127	57	75	+ 18
69	Cosmetologist (beautician)	2.7404	3.2768	86	63	- 23
70	Local official of a labor union	2.9752	3.0577	69	68	- 1
71	Business machine serviceman	3.0693	2.9296	62	74	+ 12
72	Television repairman	3.1283	2.8509	58	79	+ 21
73	Garage mechanic	3.1731	2.8042	54	81	+ 27
74	Corporal in the regular army	2.8220	3.0868	79	67	- 12
75	Bartender	3.1356	2.7768	56	82	+ 26

Table 2 (Concluded)

	Occupation and Combined Ranking	Male Rating	Female Rating	Male Rank	Female Rank	*Variance
76	Singer in a night club	2.9277	2.9471	72	72	same
77	Mail carrier	2.8920	2.9572	74	71	- 3
78	Undertaker (mortician)	2.8539	2.9584	76	70	- 6
79	Railroad conductor	2.8957	2.8757	73	77	+ 4
80	Dressmaker	2.5314	3.1107	93	66	- 27
81	Clerk in a store	2.7603	2.8930	85	76	- 9
82	Lumberjack	3.0175	2.6473	66	85	+ 19
83	Barber	2.7838	2.8566	82	78	- 4
84	Traveling salesman	2.8534	2.7358	77	84	+ 7
85	Machine operator in a factory	2.8106	2.6208	80	86	+ 6
86	Fisherman who owns his own boat	2.9356	2.5009	71	90	+ 19
87	Farm hand	2.8022	2.5237	81	89	+ 8
88	Milk route man	2.6238	2.5743	88	87	- 1
89	Playground director	2.4386	2.7402	97	83	- 14
90	Owner-operator of a lunch stand	2.6024	2.5461	90	88	- 2
91	Dock worker	2.6392	2.4361	87	92	+ 5
92	Restaurant cook	2.5409	2.4937	92	91	- 1
93	Railroad section hand	2.6176	2.4034	89	94	+ 5
94	Night watchman	2.5497	2.3596	91	95	+ 4
95	Taxi driver	2.5012	2.3240	94	96	+ 2
96	Restaurant waiter	2.3695	2.4089	100	93	- 7
97	Streetcar motorman	2.4507	2.2993	96	97	+ 1
98	Filling station attendant	2.4285	2.2667	98	99	+ 1
99	Coal miner	2.3842	2.2849	99	98	- 1
100	Sharecropper (defined)	2.4730	2.1926	95	101	+ 6
101	Soda fountain clerk	2.1738	2.2169	101	100	- 1
102	Janitor	2.1443	2.0156	102	102	same
103	Clothes presser in a laundry	2.0617	1.9874	104	103	- 1
104	Garbage collector	2.0623	1.9178	103	104	+ 1
105	Street sweeper	1.9117	1.7141	105	105	same
106	Shoe shiner	1.6995	1.5645	106	106	same
	Mean score	3.1440	3.2710			
	Median score	3.1801	3.3905			
	Range	2.3353	2.8601			

* Variance is the difference between male rank and female rank. Plus (+) indicates that men ranked the occupation higher than did women; minus (-) that women ranked the occupation higher than did men.

Table 3

Occupations Rated Higher by Young Men

Occupation	Male Mean Score	Female Mean Score	Difference	2-tail t level
Truck driver	3.2740	2.8261	.4479	.000
Fisherman who owns his own boat	2.9356	2.5009	.4347	.000
Lumberjack	3.0175	2.6473	.3702	.000
Garage mechanic	3.1731	2.8042	.3689	.000
Automobile repairman	3.2991	2.9325	.3666	.000
Bartender	3.1356	2.7768	.3588	.000
Sharecropper (defined)	2.4730	2.1926	.2804	.000
Farm hand	2.8022	2.5237	.2785	.000
Television repairman	3.1283	2.8509	.2774	.000
Owner of factory employing 100	3.7191	3.4490	.2701	.000
Plumber	3.2428	3.0215	.2213	.000
Heating and air cond. installer	3.1331	2.9127	.2204	.000
Railroad section hand	2.6176	2.4034	.2142	.000
Dock worker	2.6392	2.4361	.2031	.000
Street sweeper	1.9117	1.7141	.1976	.000
Night watchman	2.5497	2.3596	.1901	.000
Machine operator in factory	2.8106	2.6208	.1898	.000
Taxi driver	2.5012	2.3240	.1772	.000
Filling station attendant	2.4285	2.2667	.1618	.000
Streetcar motorman	2.4507	2.2993	.1514	.000
Garbage collector	2.0623	1.9178	.1445	.000
Business machine serviceman	3.0693	2.9296	.1397	.000
Shoe shiner	1.6995	1.5645	.1350	.002
Janitor	2.1443	2.0156	.1287	.001
Traveling salesman	2.8534	2.7358	.1176	.010
Trained machinist	3.3246	3.2238	.1008	.005
Coal miner	2.3842	2.2849	.0993	.028
Carpenter	3.5558	3.4788	.0770	.005
Clothes presser in a laundry	2.0617	1.9874	.0743	.132
Owner-operator of a lunch stand	2.6024	2.5461	.0563	.302
Milk route man	2.6238	2.5743	.0495	.071
Restaurant cook	2.5409	2.4937	.0472	.440
Radio announcer	3.4476	3.4104	.0372	.657
Railroad engineer	3.1907	3.1560	.0347	.267
Electrician	3.7423	3.7118	.0305	.293
Railroad conductor	2.8957	2.8757	.0200	.257
Building contractor	3.7242	3.7169	.0073	.857

Table 4

Occupations Ranked Higher by Young Men
(5 or More Ranks)

Occupation	Male Rank	Female Rank	Difference in Ranks
Truck driver	43	80	+ 37*
Automobile repairman	39	73	+ 34*
Owner of factory employing about 100 people	15	45	+ 30*
Garage mechanic	54	81	+ 27*
Trained machinist	38	64	+ 26*
Bartender	56	82	+ 26*
Tenant farmer (defined)	35	57	+ 22
Plumber	47	69	+ 22*
Television repairman1	58	79	+ 21*
Lumberjack	66	85	+ 19*
Fisherman who owns his own boat	71	90	+ 19*
Electrician	13	31	+ 18
County agricultural agent	44	62	+ 18
Heating and air conditioning installer	57	75	+ 18*
Member of board of directors, large corporation	11	28	+ 17
Building contractor	14	30	+ 16
Radio announcer	33	48	+ 15
Insurance agent	40	55	+ 15
Electronics engineer	6	20	+ 14
Captain in the regular army	48	61	+ 13
Carpenter	30	42	+ 12*
Railroad engineer	53	65	+ 12
Business machine serviceman	62	74	+ 12*
Airline pilot	2	12	+ 10
Official of international labor union	37	46	+ 9
Farm hand	81	89	+ 8*
Banker	8	15	+ 7
Mayor of a large city	22	29	+ 7
Manager of a small store in a city	51	58	+ 7
Traveling salesman for a wholesale concern	77	84	+ 7*
State governor	10	16	+ 6
Computer programmer	17	23	+ 6
Farm owner and operator	27	33	+ 6
Civil engineer	32	38	+ 6
Machine operator in a factory	80	86	+ 6*
Sharecropper (defined)	95	101	+ 6*
Owner-operator of a printing shop	49	54	+ 5
Dock worker	87	92	+ 5*
Railroad section hand	89	94	+ 5*

* denotes rating significant at .01 level -- see Table 3

and the degree to which his behavior is controlled by others."[1]

Viewed from this approach, the young men in the 1976 Iowa study gave higher semantic ratings to occupations classified at lower levels. All six jobs classified as laborers were rated higher by males than by females; four of the seven service occupations were given higher ratings by young men; all eight operatives and all seven craftsmen and foremen were also rated higher by males. The only occupation rated higher by young men in the professional and semi-professional classification was radio announcer (and there are 38 occupations listed in this classification) and none of the government officials were given higher ratings by young men.

The three occupations rated higher by young men in the 1976 Iowa study that were not among those classified by North and Hatt and by Roe were business machine serviceman, heating and air conditioning installer, and television repairman.

The situation was considerably different when the rankings rather than the ratings were considered. Of the 39 occupations ranked much higher by young men than by young women, 34 were in the North-Hatt and Roe groupings (the three jobs mentioned in the previous paragraph, computer programmer and electronics engineer were not). Twenty-six of the 34 are in the professional and semi-professional grouping; the proprietor, manager and official classification; or the craftsmen and foremen category.

Compared with females then, males gave a higher semantic rating

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[1]Anne Roe, The Psychology of Occupations (rev. ed.; New York City: John Wiley and Sons, 1956), p. 303-307.

to jobs with emphasis upon manual skills, jobs with less educational preparation. They gave higher rankings to those jobs with a marked degree of control over other people.

Table 5 lists those occupations rated materially higher by young women than by young men. The listing is based on a mean score differential of at least .1270, the difference between mean ratings of males and females. It includes 51 occupations, 12 of them among the 16 added to the North-Hatt list.

Table 5 is dominated by occupations in the professional and semi-professional classification (31 of the 38 in this category), and also includes six of the eight occupations classified as government officials. This is a decided difference between young men and young women, in that the latter give much higher semantic ratings to those who work in government and in professional and semi-professional fields. Only banker and owner-operator of a printing shop, among the proprietors and managers, were given higher semantic ratings by young women.

Table 6 lists the 33 occupations that are ranked much higher (5 or more ranks) by females than by males. Of these, 22 are professional or semi-professional occupations, and four are clerical. Again, the ranking preference for professional and semi-professional occupations by young women was clearly evident.

The six essentially feminine-oriented occupations (registered nurse, practical nurse, airline stewardess, secretary, dressmaker, and cosmetologist) are on both tables. The two occupations ranked appreciably higher by young women, but not on the list of semantically higher ratings were restaurant waiter and undertaker.

Only seven occupations were ranked identically by males and fe-

Table 5

Occupations Rated Higher by Young Women
(More Than .1270 Mean Score Differential)

Occupation	Female Mean Score	Male Mean Score	Difference
Registered nurse	4.1268	3.2373	.8895
Airline stewardess	3.7086	3.0145	.6941
Practical (not registered) nurse)	3.4179	2.7633	.6546
Welfare worker for a city government	3.4090	2.7664	.6426
Secretary	3.4640	2.8468	.6172
Sociologist	3.8847	3.2920	.5927
Psychologist	4.2287	3.6384	.5903
Dressmaker	3.1107	2.5314	.5793
Cosmetologist	3.2768	2.7404	.5364
Diplomat in the foreign service	3.8721	3.3811	.4910
Key punch operator	3.3309	2.8614	.4695
Public school teacher	3.5004	3.0349	.4655
Physician (doctor of medicine)	4.4246	3.9605	.4641
Medical technician	4.1099	3.6538	.4561
X-ray technician	3.9305	3.4775	.4530
Musician in a symphony orchestra	3.3966	2.9480	.4486
Minister (clergyman)	3.4722	3.0332	.4390
Biologist	4.0662	3.6303	.4359
Artist (defined)	3.6371	3.2254	.4117
Instructor in the public schools	3.4800	3.0736	.4064
College professor	4.0549	3.6608	.3941
Author of novels	3.6438	3.2567	.3871
Lawyer	4.4193	4.0348	.3845
Priest.	3.3966	3.0167	.3799
Economist	3.6338	3.2866	.3472
Accountant for a large business	3.9005	3.5617	.3388
Dentist	4.0534	3.7173	.3361
Bookkeeper	3.4012	3.0706	.3306
Chemist	3.9652	3.6349	.3303
Scientist	4.0674	3.7549	.3125
Architect	4.2272	3.9155	.3117
Teletype operator	3.3351	3.0275	.3076
Head of department in state government	3.9584	3.6524	.3060
Government scientist	3.8670	3.5650	.3020
Playground director	2.7402	2.4386	.3016

Table 5 (Concluded)

Occupation	Female Mean Score	Male Mean Score	Difference
Policeman	3.5501	3.2627	.2874
U.S. supreme court justice	4.2021	3.9312	.2709
Reporter on a daily newspaper	3.3907	3.1249	.2658
Corporal in the regular army	3.0868	2.8220	.2648
U.S. representative in congress	3.9626	3.6990	.2636
Nuclear physicist	4.0780	3.8361	.2419
Cabinet member in the federal government	3.8448	3.6328	.2120
State governor	4.0133	3.8057	.2076
Newspaper columnist	3.3739	3.1667	.2072
Computer programmer	3.8992	3.7079	.1913
Owner-operator of a printing shop	3.3902	3.2385	.1517
Banker	4.0491	3.9003	.1488
County judge	3.5093	3.3653	.1440
Mayor of a large city	3.7844	3.6482	.1362
Clerk in a store	2.8930	2.7603	.1327
Astronaut	4.1154	3.9850	.1304

Note: all of the above occupations produced 2-tail "t" levels of significance of .001 or .000. Civil engineer, official of an international labor union, insurance agent, and leader of a local labor union also produced these minimal levels of significant differences, but failed to meet the mean differential test utilized for this table.

males. These were United States supreme court justice, nuclear physicist, United States representative in congress, singer in a night club, janitor, street sweeper and shoe shiner.

Young women ranked both teaching occupations (public school as well as college) and both clergy occupations much higher than did men.

BRIEF ANALYSIS OF VARIANCE

The major discussion of statistical findings appears in Chapter 5. At this point, it would appear relevant to discuss briefly some of the results. Utilizing the computer network linking the University of Iowa and the University of Northern Iowa, and the Statistical Package for the So-

Table 6

Occupations Ranked Higher by Females
(5 or More Ranks)

Occupation	Male Rank	Female Rank	Difference in Ranks
Registered nurse	50	6	+ 44
Practical (not registered) nurse	84	47	+ 37
Airline Stewardess	68	32	+ 36
Secretary	78	44	+ 34
Welfare worker for a city government	83	49	+ 34
Dressmaker	93	66	+ 27
Public school teacher	63	40	+ 23
Cosmetologist (beautician)	86	63	+ 23
Minister (clergyman)	64	43	+ 21
Psychologist	23	3	+ 20
Instructor in a public school	60	41	+ 19
Musician in a symphony orchestra	70	52	+ 18
Sociologist	41	24	+ 17
Artist who displays pictures in galleries	52	35	+ 17
Priest	67	51	+ 16
Biologist	26	11	+ 15
Key punch operator	75	60	+ 15
Playground director	97	83	+ 14
Medical technician	20	8	+ 12
Author of novels	46	34	+ 12
Corporal in the regular army	79	67	+ 12
Bookkeeper	61	50	+ 11
X-ray technician	31	21	+ 10
Diplomat in the foreign service	34	25	+ 9
Clerk in a store	85	76	+ 9
Policeman	45	37	+ 8
Chemist	24	17	+ 7
Accountant for a large business	29	22	+ 7
Restaurant waiter	100	93	+ 7
College professor	19	13	+ 6
Economist	42	36	+ 6
Reporter on a daily newspaper	59	53	+ 6
Teletype operator	65	59	+ 6
Undertaker (mortician)	76	70	+ 6

cial Sciences (SPSSH-Version 5.01), an analysis of the significance of mean differences was possible. The computer print-out included means, standard deviations, standard errors, F values and "t" values for both pooled and separate variables.

Twenty-seven of the 37 occupations rated higher by young men met the "t" test of significance at the .01 level. These included all six of the occupations classified as "laborers, except farm," and eight of the 11 "craftsmen, foremen and kindred workers." No government officials were included, nor were any of the 38 "professional and semi-professional" occupations. One of the 11 "proprietary and management" occupations (factory owner) was included.

Only three of these occupations (factory owner, carpenter, and trained machinist) were ranked in the top half of the occupational prestige hierarchy, and none in the upper quartile.

All 51 of the occupations rated appreciably higher by young women met the two-tailed "t" test of significant differences. The average mean score differential of .1270 was considered in this comparison. All but 14 of these 51 occupations were in the professional and semi-professional or governmental classifications.

Hardyck and Petrinovich offered an interesting distinction between the "t" ratio and the F-ratio:

> Just as the t-ratio is used to determine the statistical significance of differences between two groups, the F-ratio may be used to determine the probability of obtaining differences greater than would be expected on the basis of chance for more than two groups. In fact the F-ratio is the more general statistic and it can be demonstrated that the t-ratio is a special case of the more general F-ratio.[1]

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[1]Curtis D. Hardyck and Lewis F. Petrinovich, Introduction to Statistics for the Behavioral Sciences (Philadelphia: W.B. Saunders Company, 1969), p. 143.

Using both the "t" ratio and the F-ratio to determine whether or not the rating differences were significant, it was discovered that 17 of the occupations rated higher by young men, and 35 of the occupations rated higher by young women met both tests.

RURAL AND URBAN PRESTIGE

What is rural and what is urban? The 1976 Iowa study depended upon self-identification by respondents. The seniors who took part in the study could identify themselves as rural or urban residents. As an internal check of validity, however, a random sample of 10 of the 106 occupations was selected. The responses from the five schools that can be identified as most strongly rural from federal census bureau standards (communities of much less than 2,500 population) were tabulated and computed regardless of student self-identification. Rank order correlation with complete statewide rural ranking was 1.00 and the random sample average mean score differed by .0572. The five schools (or communities) were Granville, Sheffield, Stanton, Wall Lake, and Van Meter.

The 1976 Iowa study was composed of 32.9 percent rural students. Table 7 shows numerical and percentage breakdowns between rural and urban students for the 22 schools.

The mean score difference in semantic ratings was .1270 between young men and women. For the rural-urban dichotomy, the difference was only .0145, indicating that the manner in which rural students looked at these 106 occupations was much closer to the manner in which urban students regarded the same occupations than was the case when the male-female dichotomy was being considered.

Table 7

Rural and Urban Distribution of Respondents

School	Rural Respondents	Urban Respondents	Total	Percent Rural
SMALL				
Spalding of Granville	35	13	48	72.9
Montezuma	23	13	36	63.9
Sheffield-Chapin	25	19	44	56.8
Stanton	33	0	33	100.0
Van Meter	13	9	22	59.1
Wall Lake	13	6	19	68.4
Small school totals	142	60	202	70.3
MEDIUM				
Albia	54	37	91	59.3
Clear Lake	27	86	113	23.9
Denison	31	74	105	29.5
Huxley-Ballard	28	43	71	39.4
Red Oak	15	36	51	29.4
Storm Lake	35	87	122	28.7
Van Buren of Keosauqua	49	26	75	65.3
Williamsburg	50	30	80	62.5
Medium school totals	289	419	708	40.8
LARGE				
Kuemper of Carroll	118	108	226	52.2
Jefferson of Cedar Rapids	15	281	296	5.1
Charles City	64	91	155	41.3
Lewis Central of Council Bluffs	69	55	124	55.6
Lincoln of Des Moines	37	319	356	10.4
Wahlert of Dubuque	56	285	341	16.4
Knoxville	37	59	96	38.5
Washington	41	93	134	30.6
Large school totals	437	1291	1728	25.3
State totals	868	1770	2638	32.9

Of the 2,638 Iowa high school seniors whose responses were included in the tabulations of the 1976 Iowa study, 868 of them identified themselves as rural residents. All of the small high schools in the survey can be classified as rural. Three of the medium-size schools, Williamsburg, Van Buren of Keosauqua, and Albia were self-identified as rural. Kuemper High of Carroll, one of the state's largest parochial schools, and Lewis Central of suburban Council Bluffs were the large high schools in this rural self-identification category. The most urban of all the high schools in the survey, according to the student responses, was Jefferson of Cedar Rapids.

Three of the top four occupations in the 1976 Iowa study were ranked identically by both rural and urban students. Urban students were in a considerable majority in the survey, so perhaps it is not surprising to note that urban ranking order paralleled overall ranking order (the complete study) exactly through the top six occupations. There were, in fact, only 11 cases where urban rankings varied **four positions or more** from the overall statewide results.

Urban students placed tenant farmer nine positions lower in their ranking order than did the students on a statewide basis. Reporter on a daily newspaper was placed seven positions higher in the ranking order by the urban students. County agricultural agent was placed six positions lower and newspaper columnist six positions higher on the scale by urban students, compared to the **statewide** rankings. Singer in a night club, five positions higher; mayor of a large city and minister, four higher; electrician, carpenter, corporal in the regular army, and farm hand, all four positions lower, were the other occupations given materially different rankings by urban students.

There were many sizeable variations between rural order of ranking and the overall state order. Thirty-seven occupations varied at least four places from the state rankings. Rural-oriented occupations varied the most, farm owner-operator being ranked 20 positions higher than the overall statewide ranking by the rural students. Tenant farmer and trained machinist were placed 11 positions higher.

Table 8 lists the 106 occupations of the 1976 Iowa study in order of statewide ranking, with rural and urban ratings, rural and urban rankings and the ranking variance between rural and urban students also indicated.

The four occupations with the largest variation in semantic ratings between rural and urban students were farmhand, farm owner-operator, tenant farmer, and sharecropper. It would be expected that these farm-oriented occupations would be rated higher by those living in rural communities. The variations were small, however, compared to the variations between the ratings by young men and young women. Twenty-four occupations had greater variance between young men and women than any occupation in the rural-urban dichotomy.

Table 9 lists the 44 occupations which were given higher semantic ratings by rural students than by urban students. The characteristics of the occupations were informative. Not a single occupation was classified as governmental. Only five of the 38 "professional and semi-professional" occupations were included and only three of the 11 in Roe's proprietary and managerial classification. The rural emphasis on operative, craftsmen and foremen, and protective occupations was even stronger than was the case with males in the male-female analysis.

Table 8

The 1976 Iowa High School Survey of Occupational Prestige
(106 Occupations)
Rural and Urban Ratings and Rankings

Occupation and Combined Ranking		Rural Rating	Urban Rating	Rural Rank	Urban Rank	*Variance
1	Lawyer	4.1609	4.2697	1	1	same
2	Physician (doctor of medicine)	4.0950	4.2544	2	2	same
3	Architect	3.9931	4.1176	6	3	- 3
4	U.S. supreme court justice	4.0000	4.1065	4	4	same
5	Astronaut	4.0173	4.0696	3	5	+ 2
6	Airline pilot	3.9942	4.0475	5	6	+ 1
7	Banker	3.9677	3.9821	7	9	+ 2
8	Nuclear physicist	3.8898	3.9960	9	8	- 1
9	Psychologist	3.7910	4.0189	15	7	- 8
10	Electronics engineer	3.9206	3.9491	8	11	+ 3
11	Scientist	3.8581	3.9491	13	12	- 1
12	Governor of state	3.8695	3.9343	11	13	+ 2
13	Dentist	3.7670	3.9524	20	10	- 10
14	Medical technician	3.8619	3.9037	12	15	+ 3
15	College professor	3.7569	3.9183	21	14	- 7
16	Biologist	3.7728	3.8956	18	16	- 2
17	U.S. representative in congress	3.7970	3.8547	14	18	+ 4
18	Head of dept., state govt.	3.7671	3.8319	19	20	+ 1
19	Computer programmer	3.7852	3.8176	16	21	+ 5
20	Chemist	3.6952	3.8607	26	17	- 9
21	Member of board of directors	3.6998	3.8392	25	19	- 6
22	Cabinet member, federal govt.	3.6817	3.7729	27	22	- 5
23	Accountant, large business	3.7474	3.7311	22	26	+ 4
24	Electrician	3.7756	3.7022	17	28	+ 11
25	Government scientist	3.6640	3.7493	29	24	- 5
26	Building contractor	3.6782	3.7414	28	25	- 3
27	Mayor of a large city	3.6436	3.7559	30	23	- 7
28	X-ray technician	3.7295	3.7024	23	27	+ 4
29	Registered nurse	3.7191	3.6854	24	30	+ 6
30	Farm owner and operator	3.8835	3.5295	10	33	+ 23
31	Foreign service diplomat	3.5214	3.6904	35	29	- 6
32	Sociologist	3.5279	3.6330	34	31	- 3
33	Owner of factory	3.6157	3.5621	31	32	+ 1
34	Carpenter	3.5744	3.4871	32	38	+ 6
35	Civil engineer	3.4615	3.5230	36	34	- 2

Table 8 (Continued)

Occupation and Combined Ranking		Rural Rating	Urban Rating	Rural Rank	Urban Rank	*Variance
36	Economist	3.4142	3.4914	38	37	- 1
37	Author of novels	3.3283	3.5193	45	35	- 10
38	County judge	3.3676	3.4753	41	39	- 2
39	Artist (defined)	3.3218	3.4952	46	36	- 10
40	Radio announcer	3.4060	3.4395	39	40	+ 1
41	Policeman	3.4286	3.4029	37	42	+ 5
42	Official, international union	3.3495	3.4319	44	41	- 3
43	Airline stewardess	3.3995	3.3621	40	43	+ 3
44	Tenant farmer (defined)	3.5708	3.2668	33	53	+ 20
45	Insurance agent	3.3096	3.3558	47	44	- 3
46	Owner-operator of print shop	3.2558	3.3469	51	45	- 6
47	Manager of a small store	3.2607	3.3044	50	48	- 2
48	County agricultural agent	3.3519	3.2561	43	54	+ 11
49	Instructor in a public school	3.2471	3.3017	53	49	- 4
50	Public school teacher	3.2494	3.2885	52	50	- 2
51	Captain in regular army	3.2874	3.2676	48	52	+ 4
52	Newspaper columnist	3.1392	3.3416	61	46	- 15
53	Trained machinist	3.3622	3.2278	42	55	+ 13
54	Reporter, daily newspaper	3.1713	3.3068	60	47	- 13
55	Minister (clergyman)	3.2302	3.2745	56	51	- 5
56	Bookkeeper	3.2849	3.2202	49	56	+ 7
57	Priest	3.2085	3.2177	57	57	same
58	Teletype operator	3.1986	3.1799	59	59	same
59	Symphony orchestra musician	3.1188	3.2120	64	58	- 6
60	Railroad engineer	3.2462	3.1363	54	61	+ 7
61	Secretary	3.1993	3.1505	58	60	+ 2
62	Plumber	3.1142	3.1353	66	62	- 4
63	Automobile repairman	3.2425	3.0446	55	66	+ 11
64	Key punch operator	3.1202	3.0961	63	64	+ 1
65	Practical nurse	3.1145	3.0948	65	65	same
66	Welfare worker for city	3.0529	3.1206	70	63	- 7
67	Truck driver	3.1364	2.9954	62	69	+ 7
68	Heating and air cond. installer	3.0763	2.9908	68	70	+ 2
69	Cosmetologist (beautician)	3.0416	3.0069	71	68	- 3
70	Local official of labor union	2.9977	3.0278	74	67	- 7
71	Business machine serviceman	3.0254	2.9834	73	72	- 1
72	Television repairman	3.0721	2.9414	69	74	+ 5
73	Garage mechanic	3.0969	2.9261	67	76	+ 9
74	Corporal in regular army	3.0347	2.9206	72	78	+ 6
75	Bartender	2.9356	2.9572	75	73	- 2

Table 8 (concluded)

Occupation and Combined Ranking		Rural Rating	Urban Rating	Rural Rank	Urban Rank	*Variance
76	Singer in a night club	2.8408	2.9862	80	71	- 9
77	Mail carrier	2.9299	2.9236	76	77	+ 1
78	Undertaker (mortician)	2.8445	2.9392	79	75	- 4
79	Railroad conductor	2.9250	2.8653	77	79	+ 2
80	Dressmaker	2.7945	2.8492	84	80	- 4
81	Clerk in a store	2.8329	2.8262	81	83	+ 2
82	Lumberjack	2.8328	2.8230	82	84	+ 2
83	Barber	2.8044	2.8297	83	82	- 1
84	Traveling salesman	2.7179	2.8301	86	81	- 5
85	Machine operator in factory	2.7581	2,6901	85	86	+ 1
86	Fisherman who owns his boat	2.7011	2.7169	87	85	- 2
87	Farm hand	2.9043	2.5356	78	91	+ 13
88	Milk route man	2.5829	2.6059	88	88	same
89	Playground director	2.5006	2.6403	93	87	- 6
90	Owner of lunch stand	2.5648	2.5776	90	89	- 1
91	Dock worker	2.5244	2.5391	91	90	- 1
92	Restaurant cook	2.5103	2.5196	92	92	same
93	Railroad section hand	2.5656	2.4787	89	93	+ 4
94	Night watchman	2.4648	2.4453	94	94	same
95	Taxi driver	2.4315	2.3986	96	95	- 1
96	Restaurant waiter	2.4072	2.3813	97	96	- 1
97	Streetcar motorman	2.3831	2.3674	99	97	- 2
98	Filling station attendant	2.3988	2.3178	98	99	+ 1
99	Coal miner	2.3483	2.3252	100	98	- 2
100	Sharecropper (defined)	2.4641	2.2605	95	100	+ 5
101	Soda fountain clerk	2.1674	2.2103	101	101	same
102	Janitor	2.0808	2.0761	102	102	same
103	Clothes presser in laundry	2.0300	2.0200	103	103	same
104	Garbage collector	1.9839	1.9897	104	104	same
105	Street sweeper	1.8425	1.7935	105	105	same
106	Shoe shiner	1.6210	1.6341	106	106	same
	Mean score	3.2000	3.2145			
	Median score	3.2467	3.2615			
	Range	2.5399	2.6356			

* Variance is the difference in rank between rural and urban respondents. A plus (+) variance indicates that the rural rank is higher than the urban rank.

Table 9

Occupations Rated Higher by Rural Students

Occupation	Rural Mean Score	Urban Mean Score	Difference	2-tail t level
Farm hand	2.9043	2.5356	.3687	.000
Farm owner-operator	3.8835	3.5295	.3540	.000
Tenant farmer (defined)	3.5708	3.2668	.3040	.000
Sharecropper (defined)	2.4641	2.2605	.2036	.000
Automobile repairman	3.2425	3.0446	.1979	.000
Garage mechanic	3.0969	2.9261	.1708	.000
Truck driver	3.1364	2.9954	.1410	.000
Trained machinist	3.3622	3.2278	.1344	.003
Television repairman	3.0721	2.9414	.1307	.001
Corporal in the regular army	3.0347	2.9206	.1141	.026
Railroad engineer	3.2462	3.1363	.1099	.028
County agricultural agent	3.3519	3.2561	.0958	.073
Carpenter	3.5744	3.4871	.0873	.017
Railroad section hand	2.5656	2.4787	.0869	.036
Heating and air conditioning installer	3.0763	2.9908	.0855	.075
Filling station attendant	2.3988	2.3178	.0810	.006
Electrician	3.7756	3.7022	.0734	.285
Machine operator in a factory	2.7581	2.6901	.0680	.162
Bookkeeper	3.2849	3.2202	.0647	.365
Railroad conductor	2.9250	2.8653	.0597	.094
Owner of factory employing about 100	3.6157	3.5621	.0536	.556
Street sweeper	1.8425	1.7935	.0490	.109
Secretary	3.1993	3.1505	.0488	.885
Business machine serviceman	3.0254	2.9834	.0420	.270
Airline stewardess	3.3995	3.3621	.0374	.720
Cosmetologist (beautician)	3.0416	3.0069	.0347	.911
Registered nurse	3.7191	3.6854	.0337	.900
Taxi driver	2.4315	2.3986	.0329	.136
X-ray technician	3.7295	3.7024	.0271	.694
Restaurant waiter	2.4072	2.3813	.0259	.369
Policeman	3.4286	3.4029	.0257	.887
Key punch operator	3.1202	3.0961	.0241	.819
Coal miner	2.3483	2.3252	.0231	.781
Captain in the regular army	3.2874	3.2676	.0198	.757
Practical (not registered) nurse	3.1145	3.0948	.0197	.968

Table 9 (concluded)

Occupation	Rural Mean Score	Urban Mean Score	Difference	2-tail t level
Night watchman	2.4648	2.4453	.0195	.740
Teletype operator	3.1986	3.1799	.0187	.928
Accountant for a large business	3.7474	3.7311	.0163	.370
Streetcar motorman	2.3831	2.3674	.0157	.718
Clothes presser in a laundry	2.0300	2.0200	.0100	.979
Lumberjack	2.8328	2.8230	.0098	.696
Clerk in a store	2.8339	2.8262	.0077	.670
Mail carrier	2.9299	2.9236	.0063	.566
Janitor	2.0808	2.0761	.0047	.648

This emphasis is brought out even more strongly by Table 10, which lists the 40 occupations given appreciably higher mean score ratings by urban students, in comparison to rural students. Thirty eight of the 40 occupations are in the top three classification groups. Included are all eight of Roe's governmental occupations and 26 of the 38 professional and semi-professional occupations. Traveling salesman and dressmaker are the only occupations rated higher by urban students which are in lower prestige classifications.

Science, government, education, health occupations, and the traditional professions -- these are the job fields emphasized by the urban students.

One set of paired occupations, automobile repairman and garage mechanic, is rated higher by rural students. The other, public school teacher and instructor in a public school, is rated higher by those who call themselves urban dwellers. Both newspaper occupations are on the list of occupations rated higher by urban students.

Table 10

Occupations Rated Higher by Urban Students
(.0500 or More Mean Score Difference)

	Rural Mean Score	Urban Mean Score	Difference	2-tail t level
Psychologist	3.7910	4.0189	.2279	.000
Newspaper columnist	3.1392	3.3416	.2024	.000
Author of novels	3.3283	3.5193	.1910	.000
Dentist	3.7670	3.9524	.1854	.000
Artist (defined)	3.3218	3.4952	.1734	.000
Diplomat in the foreign service	3.5214	3.6904	.1690	.000
Chemist	3.6952	3.8607	.1655	.000
College professor	3.7569	3.9183	.1614	.000
Physician (doctor of medicine)	4.0950	4.2544	.1594	.000
Singer in a night club	2.8408	2.9862	.1454	.001
Playground director	2.5006	2.6403	.1397	.004
Member of board of directors	3.6998	3.8392	.1394	.000
Reporter on a daily newspaper	3.1713	3.3068	.1355	.000
Architect	3.9931	4.1176	.1245	.000
Biologist	3.7728	3.8956	.1228	.000
Mayor of a large city	3.6436	3.7559	.1123	.001
Traveling salesman for wholesaler	2.7179	2.8301	.1122	.000
Lawyer	4.1609	4.2697	.1088	.000
County judge	3.3676	3.4753	.1077	.003
U.S. supreme court justice	4.0000	4.1065	.1065	.001
Nuclear physicist	3.8898	3.9960	.1062	.001
Sociologist	3.5279	3.6330	.1051	.000
Undertaker (mortician)	2.8445	2.9392	.0947	.004
Musician in a symphony orchestra	3.1188	3.2120	.0932	.008
Cabinet member in federal government	3.6817	3.7729	.0912	.005
Owner-operator of printing shop	3.2558	3.3469	.0911	.003
Scientist	3.8581	3.9451	.0870	.003
Government scientist	3.6640	3.7493	.0853	.002
Official of international labor union	3.3495	3.4319	.0824	.003
Economist	3.4142	3.4914	.0772	.001
Welfare worker for city government	3.0529	3.1206	.0677	.044
Governor of state	3.8695	3.9343	.0648	.018
Head of department in state govt.	3.7671	3.8319	.0648	.018
Building contractor	3.6782	3.7414	.0632	.018
Civil engineer	3.4615	3.5230	.0615	.011
U.S. representative in congress	3.7970	3.8547	.0577	.012
Dressmaker	2.7945	2.8492	.0547	.085
Instructor in a public school	3.2471	3.3017	.0546	.014
Airline pilot	3.9942	4.0475	.0533	.029
Astronaut	4.0173	4.0696	.0523	.026

Rural students rated four occupations good or better by semantic measurement. There were seven occupations so rated by urban students. The rural students placed 31 additional occupations closer to good than to average, while there were 28 occupations in this category on the urban list. Rural students had 73 occupations in the average or better category, five more than the urban students. These figures lend support to the belief that there is much more similarity in the ratings of rural and urban students than in the ratings as analyzed by the sexes.

On the other hand, an analysis of Tables 9 and 10 showed another bit of evidence of wide variability between urban and rural students. Thirty-one of the 44 occupations rated higher by rural students were in the lower half of the 106 occupations on the prestige scale, with only two, electrician and accountant, being in the top quartile. Nineteen of the 40 occupations rated appreciably higher by urban students were in the first quartile and another 13 were also above the median. Only three occupations (dressmaker, traveling salesman, and playground director) were in the bottom quartile, as viewed by urban students, but 15 of the 44 occupations on the rural list were in that quartile.

Tables 11 and 12 are short lists of the occupations ranked appreciably higher by rural and urban students. Farming, crafts, clerical and service occupations dominate the rural list, while professional and semi-professional occupations dominate the urban list.

Thirty-one of the 40 occupations on the urban preference list met the two-tailed "t" test significance requirement at the .01 level. Only 10 of the occupations rated higher by rural students met this test. In addition to the four farm-related occupations, they were automobile repairman, trained machinist, truck driver, garage mechanic, filling sta-

Table 11

Occupations Ranked Higher by Rural Students
(5 of More Ranks)

Occupation	Rural Rank	Urban Rank	Difference
Farm owner and operator	10	33	+ 23
Tenant farmer (defined)	33	53	+ 20
Trained machinist	42	55	+ 13
Farm hand	78	91	+ 13
Electrician	17	28	+ 11
County agricultural agent	43	54	+ 11
Automobile repairman	55	66	+ 11
Garage mechanic	67	76	+ 9
Bookkeeper	49	56	+ 7
Railroad engineer	54	61	+ 7
Truck driver	62	69	+ 7
Registered nurse	24	30	+ 6
Carpenter	32	38	+ 6
Corporal in the regular army	72	78	+ 6
Computer programmer	16	21	+ 5
Policeman	37	42	+ 5
Television repairman	69	74	+ 5
Sharecropper (defined)	95	100	+ 5

Table 12

Occupations Ranked Higher by Urban Students
(5 or More Ranks)

Occupation	Rural Rank	Urban Rank	Difference
Newspaper columnist	61	46	+ 15
Reporter for a daily newspaper	60	47	+ 13
Dentist	20	10	+ 10
Author of novels	45	35	+ 10
Artist who displays pictures in galleries	46	36	+ 10
Chemist	26	17	+ 9
Singer in a night club	80	71	+ 9
Psychologist	15	7	+ 8
College professor	21	14	+ 7
Mayor of a large city	30	23	+ 7
Welfare worker for a city government	70	63	+ 7
Local official of a labor union	74	67	+ 7
Member of board of directors of large corp.	25	19	+ 6
Diplomat in the foreign service	35	29	+ 6
Owner-operator of a printing shop	51	45	+ 6
Musician in a symphony orchestra	64	58	+ 6
Playground director	93	87	+ 6
Cabinet member in the federal government	27	22	+ 5
Government scientist	29	24	+ 5
Minister (clergyman)	56	51	+ 5
Traveling salesman for wholesale concern	86	81	+ 5

tion attendant and television repairman.

SIZE OF SCHOOL

There appeared to be more variation in semantic ratings of occupations when school size attended was considered than when the basis of comparison was the residence of the respondent. Table 13 lists, in overall rank order, the 106 occupations of the 1976 Iowa study. The mean score ratings of the occupations for small, medium and large schools are shown, followed by the ranking assigned by students from each size school. The mean rating difference between rural and urban students was .0145, with the urban students giving generally higher ratings. The difference between mean ratings of respondents attending large high schools (schools with 500 or more students) and those attending medium-size schools (250-499 students) was .0460, with the larger school students giving higher ratings.

Students attending small schools (fewer than 250 students) gave considerably higher mean ratings to the occupations (.0733 differential) than did the students attending medium-size schools, and slightly higher (.0273) ratings than those attending large schools.

Of the 106 occupations rated in the 1976 Iowa study, students from large schools gave the highest ratings to 34 of them. Students attending small schools gave the highest ratings to 60 occupations, and those attending medium-size schools gave highest ratings to only 12.

The 12 occupations were insurance agent, minister, mail carrier, lumberjack, fisherman, milk route man, lunch stand owner, restaurant cook, restaurant waiter, streetcar motorman, sharecropper, and soda fountain clerk -- an assortment of occupations which suggests no pattern, no clas-

Table 13

The 1976 Iowa High School Survey of Occupational Prestige
(106 Occupations)
Ratings and Rankings by Size of School

Occupation	Small School Rating	Medium School Rating	Large School Rating	Small School Rank	Medium School Rank	Large School Rank
Lawyer	4.2822	4.2023	4.2405	1	1	1
Physician (medical doctor)	4.2289	4.1322	4.2261	3	2	2
Architect	4.1535	4.0171	4.0916	4	3	3
U.S. supreme court justice	4.2673	3.9716	4.0888	2	6	4
Astronaut	4.1493	3.9844	4.0689	5	5	5
Airline pilot	4.0995	3.9672	4.0473	8	7	6
Banker	4.0693	4.0114	3.9522	10	4	10
Nuclear physicist	4.1045	3.8840	3.9754	7	8	8
Psychologist	3.8950	3.8329	3.9941	25	11	7
Electronics engineer	4.1139	3.8307	3.9638	6	12	9
Scientist	4.0597	3.8274	3.9358	11	13	11
State governor	4.0896	3.8647	3.9119	9	9	13
Dentist	3.9403	3.7781	3.9315	19	15	12
Medical technician	3.9552	3.8340	3.9051	17	10	14
College professor	4.0299	3.7357	3.8984	12	18	15
Biologist	3.9150	3.7943	3.8726	22	14	16
U.S. representative in congress	4.0099	3.7607	3.8453	14	16	17
Head of dept., state govt.	4.0149	3.6919	3.8350	13	23	18
Computer programmer	3.9505	3.7400	3.8172	18	17	21
Chemist	3.9307	3.7222	3.8253	20	19	20
Member, board of directors	3.7750	3.7070	3.8305	28	21	19
Cabinet member, federal govt.	3.9254	3.6494	3.7590	21	28	23
Accountant, large business	3.8960	3.6705	3.7447	24	25	24
Electrician	3.9604	3.6434	3.7330	16	29	26
Government scientist	3.8218	3.6543	3.7362	27	27	25
Building contractor	3.7550	3.6970	3.7261	30	22	27
Mayor of a large city	3.7624	3.6063	3.7595	29	30	22
X-ray technician	3.8663	3.6757	3.7076	26	24	28
Registered nurse	3.9010	3.6614	3.6867	23	26	29
Farm owner and operator	3.9802	3.7137	3.5803	15	20	33
Diplomat in foreign service	3.6482	3.5994	3.6468	34	31	30
Sociologist	3.6030	3.5589	3.6137	36	32	31
Owner of factory	3.6287	3.5375	3.5914	35	33	32
Carpenter	3.6667	3.4422	3.5287	32	34	35
Civil engineer	3.5327	3.4032	3.5393	37	40	34

Table 13 (Continued)

Occupation	Small School Rating	Medium School Rating	Large School Rating	Small School Rank	Medium School Rank	Large School Rank
Economist	3.4724	3.4255	3.4816	40	35	37
Author of novels	3.4080	3.4113	3.4803	46	38	38
County judge	3.4851	3.2678	3.5050	38	47	36
Artist (defined)	3.3134	3.4131	3.4625	54	37	39
Radio announcer	3.4826	3.4088	3.4300	39	39	41
Policeman	3.6683	3.3367	3.4118	31	44	42
Official of international union	3.4450	3.3166	3.4359	41	45	40
Airline stewardess	3.4100	3.3942	3.3623	45	41	43
Tenant farmer (defined)	3.6535	3.4162	3.3143	33	36	47
Insurance agent	e.3614	3.3617	3.3293	48	42	44
Owner of printing shop	3.3532	3.2775	3.3284	50	46	45
Manager of small store	3.2438	3.2532	3.3104	57	49	48
County agricultural agent	3.3600	3.2152	3.3096	49	52	49
Instructor in public school	3.3218	3.2100	3.3092	53	53	50
Public school teacher	3.4328	3.1980	3.2889	43	55	52
Captain in regular army	3.4378	3.1997	3.2852	42	54	53
Newspaper columnist	3.2350	3.1832	3.3163	58	56	46
Trained machinist	3.3960	3.2547	3.2653	47	48	54
Reporter on daily newspaper	3.2178	3.1714	3.3042	59	58	51
Minister (clergyman)	3.3317	3.3424	3.2174	51	43	56
Bookkeeper	3.4208	3.2336	3.2238	44	50	55
Priest	3.2772	3.2333	3.1994	55	51	57
Teletype operator	3.1515	3.1718	3.1962	64	57	58
Musician in symphony orchestra	3.1791	3.1534	3.1928	62.5	61	59
Railroad engineer	3.2723	3.1586	3.1669	56	60	60
Secretary	3.1791	3.1636	3.1667	62.5	59	61
Plumber	3.1832	3.0328	3.1612	61	66	63
Automobile repairman	3.3250	3.1298	3.0770	52	62	66
Key punch operator	2.8535	3.0271	3.1644	79	67	62
Practical nurse	3.0896	3.0802	3.1114	68	63	65
Welfare worker for city	3.0846	3.0370	3.1248	69	65	64
Truck driver	3.1337	3.0429	3.0310	65	64	68
Heating and a/c installer	3.1881	3.0029	3.0058	60	69	70
Cosmetologist (beautician)	3.0905	2.9815	3.0252	67	71	69
Leader of local labor union	2.9950	2.9484	3.0492	74	75	67
Business machine serviceman	3.0396	2.9900	2.9953	72	70	71
Garage mechanic	3.0594	2.9715	2.9784	71	72	73
Television repairman	3.1118	3.0135	2.9579	66	68	75
Corporal in regular army	3.0697	2.8520	2.9894	70	78	72
Bartender	2.7475	2.9630	2.9687	83	73	74

Table 13 (Concluded)

Occupation	Small School Rating	Medium School Rating	Large School Rating	Small School Rank	Medium School Rank	Large School Rank
Singer in a night club	2.9059	2.9212	2.9482	76	76	76
Mail carrier	2.8955	2.9489	2.9197	77	74	78
Undertaker (mortician)	3.0000	2.8440	2.9232	73	79	77
Railroad conductor	2.9109	2.8868	2.8817	75	77	79
Dressmaker	2.8168	2.8043	2.8436	80	83	80
Clerk in a store	2.7822	2.8205	2.8376	82	81	81
Lumberjack	2.7413	2.8402	2.8305	84.5	80	82
Barber	2.8060	2.8068	2.8291	81	82	83
Traveling salesman	2.7413	2.7963	2.7973	84.5	84	84
Machine operator in factory	2.5990	2.6823	2.7387	86	87	85
Fisherman who owns his own boat	2.5301	2.7668	2.7097	87	85	86
Farm hand	2.8706	2.6909	2.6197	78	86	88
Milk route man	2.5274	2.6434	2.5880	89	88	89
Playground director	2.3812	2.5869	2.6220	93	90	87
Owner-operator of lunch stand	2.4378	2.5881	2.5833	92	89	90
Dock worker	2.3800	2.5036	2.5651	94	92	91
Restaurant cook	2.4802	2.5206	2.5192	90	91	92
Railroad section hand	2.5300	2.4885	2.5126	88	93	93
Night watchman	2.3762	2.4359	2.4673	95	94	94
Taxi driver	2.4554	2.4139	2.4023	91	95	95
Restaurant waiter	2.2921	2.4083	2.3939	100	97	96
Streetcar motorman	2.3333	2.3986	2.3666	96	98	97
Filling station attendant	2.3317	2.3276	2.3533	97	99	98
Coal miner	2.3200	2.3157	2.3416	99	100	99
Sharecropper (defined)	2.3267	2.4126	2.2936	98	96	100
Soda fountain clerk	2.0553	2.2148	2.2048	101	101	101
Janitor	2.0198	2.0244	2.1065	102	102	102
Clothes presser in laundry	1.8663	1.9702	2.0639	104	103	103
Garbage collector	1.9059	1.9317	2.0204	103	104	104
Street sweeper	1.7178	1.7895	1.8290	105	105	105
Shoe shiner	1.4109	1.6168	1.6610	106	106	106
Mean score	3.2472	3.1740	3.2200			
Median score	3.3176	3.2049	3.2753			
Range	2.8713	2.5855	2.5795			

sification emphasis such as was noted in the rural-urban or male-female dichotomies.

Given the sizeable variance in mean score between the small schools and their medium and large counterparts, it was not surprising that a majority of occupations was rated highest by students from small schools. When occupational rankings were considered, however, the situation was different. Discarding ties (when two or more categories of students ranked an occupation the same), 35 occupations were ranked highest by small school students, and 25 other occupations were ranked highest by students from both medium and large size schools. Nineteen of the 106 occupations were ranked appreciably (five or more ranks) higher by one category of school than by the two others. Table 14 lists these 19 occupations.

Table 15 lists the 35 occupations ranked highest by students attending small high schools. Six of the occupations were in the professional and semi-professional category; only two were in the proprietor and manager category; nine were craftsmen or foremen; three were operatives; and three of the four farm-oriented occupations were included. Half of the eight governmental occupations were also included among those ranked highest by students attending small high schools.

The professional and semi-professional category dominated the list of occupations ranked highest by students in medium-size schools. As shown in Table 16, almost half of the 25 occupations listed are in this category. Eight of the 10 categories described by Roe are included in this list, the only categories missing being those of government officials and protective workers.

Twelve professional and semi-professional occupations are includ-

Table 14

Occupations Ranked Highest by School Category
(Variance of 5 or More Ranks)

Occupation	Category of School	Highest Rank Assigned	Variance*	1976 Iowa Study Rank
Policeman	Small	31	11	41
Captain in the regular army	Small	42	11	51
Electrician	Small	16	10	24
Newspaper columnist	Large	46	10	52
Automobile repairman	Small	52	10	63
Public school teacher	Small	43	9	50
Heating and a/c installer	Small	60	9	68
Minister (clergyman)	Medium	43	8	55
Farm Hand	Small	78	8	87
Mayor of a large city	Large	22	7	27
Reporter for daily newspaper	Large	51	7	54
Local official of labor union	Large	67	7	70
Banker	Medium	4	6	7
Bookkeeper	Small	44	6	56
Head of dept. in state govt.	Small	13	5	18
Building contractor	Medium	22	5	26
Farm owner and operator	Small	15	5	30
Key punch operator	Large	62	5	64
Railroad section hand	Small	88	5	93

* Variance is defined as the difference in ranks between top ranked school category and category ranking the occupation second highest

ed in Table 17, listing those occupations ranked highest by students attending large high schools. Only three governmental occupations are on the list, but six of the 11 proprietary and managerial occupations are also included. There are no farm-oriented, craftsmen or foremen, or protective service occupations listed in Table 17, and only one service and one laborer occupation.

Tables 15, 16 and 17 show that students from large schools rank proprietary and managerial occupations much higher than do students from

Table 15

Occupations Ranked Highest by Small School Students
(Including Semantic Ratings)

Occupation	1976 Iowa Study Rank	Small School Rank	Small School Rating
U.S. supreme court justice	4	2	4.2673*
Nuclear physicist	8	7	4.1045*
Electronics engineer	10	6	4.1139*
College professor	15	12	4.0299*
U.S. representative in congress	17	14	4.0099*
Head of department in state government	18	13	4.0149*
Cabinet member in the federal government	22	21	3.9254*
Electrician	24	16	3.9604*
Registered nurse	29	23	3.9010*
Farm owner and operator	30	15	3.9802*
Carpenter	34	32	3.6667*
Policeman	41	31	3.6683*
Tenant farmer (defined)	44	33	3.6535*
Public school teacher	50	43	3.4328*
Captain in the regular army	51	42	3.4378*
Trained machinist	53	47	3.3960*
Bookkeeper	56	44	3.4208*
Railroad engineer	60	56	3.2723*
Plumber	62	61	3.1832*
Automobile repairman	63	52	3.3250*
Heating and air conditioning installer	68	60	3.1831*
Cosmetologist (beautician)	69	67	3.0905*
Television repairman	72	66	3.1118*
Garage mechanic	73	71	3.0594*
Corporal in the regular army	74	70	3.0697*
Undertaker (mortician)	78	73	3.0000*
Railroad conductor	79	75	2.9109*
Barber	83	81	2.8060
Farm hand	87	78	2.8706*
Restaurant cook	92	90	2.4802
Railroad section hand	93	88	2.5300*
Taxi driver	95	91	2.4554*
Streetcar motorman	97	96	2.3333
Filling station attendant	98	97	2.3317
Garbage collector	104	103	1.9059

* indicates that small school students gave this occupation the highest semantic rating.

Table 16

Occupations Ranked Highest by Medium School Students
(Including Semantic Ratings)

Occupation	1976 Iowa Study Rank	Medium School Rank	Medium School Rating
Banker	7	4	4.0114
Medical technician	14	10	3.8340
Biologist	16	14	3.7943
Computer programmer	19	17	3.7400
Chemist	20	19	3.7222
Building contractor	26	22	3.6970
X-ray technician	28	24	3.6757
Economist	36	35	3.4255
Artist displaying pictures in galleries	39	37	3.4131
Airline stewardess	43	41	3.3942
Insurance agent	45	42	3.3617*
Minister (clergyman)	55	43	3.3424*
Priest	57	51	3.2333
Teletype operator	58	57	3.1718
Secretary	61	59	3.1636
Practical nurse	65	63	3.0802
Truck driver	67	64	3.0429
Business machine serviceman	71	70	2.9900
Bartender	75	73	2.9630
Mail carrier	77	74	2.9489*
Lumberjack	82	80	2.8402*
Fisherman who owns his own boat	86	85	2.7668*
Milk route man	88	88	2.6434*
Owner-operator of lunch stand	90	89	2.5881*
Sharecropper (defined)	100	96	2.4126*

* indicates that medium school students gave this occupation the highest semantic rating.

Table 17

Occupations Ranked Highest by Large School Students
(Including Semantic Ratings)

Occupation	1976 Iowa Study Rank	Large School Rank	Large School Rating
Airline pilot	6	6	4.0473
Psychologist	9	7	3.9941*
Dentist	13	12	3.9315
Member of board of directors	21	19	3.8305*
Mayor of a large city	27	22	3.7624
Government scientist	25	25	3.7362
Diplomat in the foreign service	31	30	3.6468
Sociologist	32	31	3.6137*
Owner of factory employing about 100	33	32	3.5914
Civil engineer	35	34	3.5393*
County judge	38	36	3.5050*
Official of an international labor union	42	40	3.4359
Owner-operator of a printing shop	46	45	3.3284
Manager of a small store in a city	47	48	3.3104*
Instructor in a public school	49	50	3.3092
Newspaper columnist	52	46	3.3163*
Reporter for a daily newspaper	54	51	3.3042*
Musician in a symphony orchestra	59	59	3.1928*
Key punch operator	64	62	3.1644*
Welfare worker for a city government	66	64	3.1248*
Local official of a labor union	70	67	3.0492*
Machine operator in a factory	85	85	2.7387*
Playground director	89	87	2.6220*
Dock worker	91	91	2.5651*
Restaurant waiter	96	96	2.3939

* indicates that large school students gave this occupation the highest semantic rating.

medium-size and small schools. Students from large schools also ranked professional and semi-professional positions higher than did their colleagues from smaller schools. Students from large schools also ranked dock worker and restaurant waiter higher than did students from medium-size or small schools.

Students from medium-size schools tended to rank professional and semi-professional occupations very high, and they also looked with more favor upon those who work in clerical and sales positions. Students from small schools overwhelmingly favored occupations in the craftsmen and foremen category, and ranked the farming occupations higher than students in medium-size or large schools. Government officials and service jobs were also well represented in the list of occupations ranked highest by students from small schools.

"T" TESTS OF SIGNIFICANCE

Utilization of the computer facilities at the University of Northern Iowa and the University of Iowa permitted an analysis of mean differences by the two-tailed "t" test of significance.

Of those occupations ranked highest by small school students, six met the test of significance at the .01 level in comparison with the mean ratings of medium-size school students. These six occupations were college professor, carpenter, automobile repairman, corporal in the regular army, farm hand, and filling station attendant. The small school rating preference for college professor, automobile repairman, and farm hand also applied to a comparison with large school ratings. In addition to these three, five other occupations met the two-tailed "t" test at the .01 level in regard to small school preference over large school ratings.

These were United States supreme court justice, nuclear physicist, farm owner and operator, tenant farmer, and undertaker (mortician)

Seven of the occupations ranked highest by students from medium-size schools met the two-tailed "t" test when the mean school ratings were compared to ratings by small school students. These were biologist, economist, artist, airline stewardess, minister (clergyman), priest, and truck driver. Only truck driver met the significance test at the .01 level when the medium and large school semantic ratings were compared.

A large majority (19 of 25) of those occupations ranked highest by seniors attending large high schools provided significance at the .01 level in comparison to small school ratings. Eight of the 19 were also rated significantly higher by large school students in comparison to the medium school ratings. The eight were psychologist, dentist, mayor of a large city, civil engineer, county judge, newspaper columnist, reporter on a daily newspaper, and key punch operator. The other 11 occupations ranked significantly higher by seniors at large high schools in comparison to small school ratings, were airline pilot, member of the board of directors of a large corporation, government scientist, diplomat in the foreign service, sociologist, official of an international labor union, instructor in the public schools, musician in a symphony orchestra, welfare worker for a city government, local official of a labor union, and dock worker.

CHI SQUARE TESTS OF RATING DIFFERENCES

Several of the questions posed at the beginning of this study concerned differences in the ratings assigned by various groupings of respondents. Were the apparent differences in mean scores assigned by the

young men and young women, by the rural and urban students, by the students attending various size schools significant? Or could the apparent differences be accounted for by chance? The two-tailed "t" tests discussed earlier offered answers to these questions based upon mean differences.

Chi square testing of significance offers another statistical method which can give answers to the questions of difference with much greater assurance than visual inspection. Respondents to the 1976 Iowa study, in actuality, did not rate the 106 occupations on a continuous scale of measurement. The actual student responses were based on categorization rather than upon measurement. Once again, because of the availability of the computer services at the two state universities, it was possible to analyze the data, but this time based upon frequencies of occurrence.

Hardyck and Petrinovich issued a warning which was observed in this study:

> Chi square is a useful and simple statistic to calculate as well as to interpret. However, it is also a frequently misused statistic. The requirement that all the individual events be independent is the most often violated in the use of Chi square. To meet this requirement no one individual can contribute more than one frequency to the Chi square, since the frequencies would no longer be independent. . . Chi square can only be used with frequency data. It cannot be used to test differences, for example, between an expected mean and an observed mean since the Chi square values would then vary with the size of the units of measurement.[1]

Table 18 lists the Chi squares computed for all 106 occupations in the 1976 Iowa study on the bases of the male-female and rural-urban dichotomies as well as upon the basis of attendance at small, medium, and

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[1]Ibid, p. 166.

Table 18

Three Dimensions of Significance
Chi Square Tests of 106 Occupations)

Occupation	Male and Female	Rural and Urban	Size of School
Accountant for a large business	77.204**	4.055	13.976
Airline pilot	5.792	4.941	20.641*
Airline stewardess	298.607**	4.283	20.805*
Architect	83.707**	20.729**	16.458
Artist who displays pictures in galleries	98.812**	21.497**	29.870**
Astronaut	13.647*	5.480	14.348
Author of novels	87.404**	24.205**	22.373*
Automobile repairman	126.937**	27.239**	31.355**
Banker	30.091**	10.257	15.707
Barber	32.864**	4.399	16.122
Bartender	76.627**	2.324	30.123**
Biologist	140.054**	16.137*	21.785*
Bookkeeper	90.381**	12.656	8.624
Building contractor	7.216	6.355	16.045
Business machine serviceman	23.141**	3.624	2.477
Cabinet member in federal government	35.757**	15.959*	16.960
Captain in the regular army	9.639	9.805	10.825
Carpenter	9.475	7.806	18.123
Chemist	90.593**	26.676**	33.182**
Civil engineer	14.511*	9.028	26.734**
Clerk in a store	25.690**	2.907	5.049
Clothes presser in a laundry	22.466**	2.681	16.095
Coal miner	9.931	5.254	8.010
College professor	92.992**	21.465**	24.248*
Computer programmer	31.116**	16.234*	10.994
Corporal in the regular army	60.768**	7.328	11.466
Cosmetologist (beautician)	226.093**	3.815	11.504
County agricultural agent	19.808**	7.996	20.446*
County judge	18.908**	11.739	30.441**
Dentist	73.915**	32.613**	43.641**
Diplomat in the foreign service	127.730**	18.890**	23.729*
Dock worker	35.628**	3.461	12.804
Dressmaker	257.595**	6.718	9.592
Economist	86.933**	11.669	15.066
Electrician	22.284**	5.128	12.268
Electronics engineer	8.041	11.750	24.016*
Farm hand	60.418**	80.823**	38.861**
Farm owner and operator	11.465	100.255**	31.660**
Filling station attendant	33.897**	11.016	12.665
Fisherman who owns his own boat	93.271**	1.106	7.687

Table 18 (Continued)

Occupation	Male and Female	Rural and Urban	Size of School
Garage mechanic	104.139**	32.874**	14.053
Garbage collector	22.324**	1.193	8.241
Government scientist	69.857**	11.740	31.849**
Head of department in state government	62.462**	10.579	19.676
Heating and air conditioning installer	39.765**	3.231	5.686
Instructor in a public school	140.222**	7.153	21.123*
Insurance agent	8.361	3.927	9.580
Janitor	25.382**	1.292	4.762
Key punch operator	151.190**	6.122	21.058*
Lawyer	111.808**	19.240**	30.450**
Local official of a labor union	18.265*	8.392	23.788*
Lumberjack	108.670**	1.771	5.597
Machine operator in a factory	32.477**	4.053	11.075
Mail carrier	5.973	4.495	14.514
Manager of a small store in a city	41.023**	1.493	13.737
Mayor of a large city	18.184*	12.587	26.129**
Medical technician	143.488**	9.884	28.685**
Member of board of directors, large corp.	15.320*	19.153**	34.860**
Milk route man	20.942**	3.423	11.416
Minister (clergyman)	102.768**	4.759	25.807*
Musician in a symphony orchestra	110.792**	18.253*	24.365*
Newspaper columnist	51.870**	32.655**	25.818*
Night watchman	31.891**	3.488	10.109
Nuclear physicist	40.987**	17.700*	21.132*
Official of international labor union	16.094*	12.183	20.463*
Owner of factory employing about 100	66.194**	5.920	5.247
Owner-operator of a lunch stand	4.841	2.367	7.539
Owner-operator of a print shop	33.454**	17.732*	15.059
Physician (doctor of medicine)	149.121**	27.189**	43.807**
Playground director	63.986**	11.842	18.457
Plumber	38.274**	0.791	12.611
Policeman	62.299**	0.379	5.811
Practical (not registered) nurse	315.319**	1.568	10.932
Priest	77.666**	3.296	21.070*
Psychologist	205.627**	53.527**	60.734**
Public school teacher	16.730**	6.088	7.574
Radio announcer	33.440**	3.710	4.895
Railroad conductor	6.272	5.150	8.910
Railroad engineer	5.149	9.859	2.018
Railroad section hand	42.379**	6.880	1.295

Table 18 (Concluded)

Occupation	Male and Female	Rural and Urban	Size of School
Registered nurse	438.587**	4.055	17.465
Reporter on a daily newspaper	80.086**	22.846**	39.117**
Restaurant cook	4.089	5.718	9.178
Restaurant waiter	12.421	2.257	6.513
Scientist	92.426**	9.557	22.668*
Secretary	276.965**	7.972	18.007
Sharecropper (defined)	62.338**	19.639**	11.441
Shoe shiner	27.934**	2.065	9.225
Singer in a night club	1.671	12.281	16.615
Sociologist	238.106**	15.407*	16.213
Soda fountain clerk	15.596*	2.347	5.873
State governor	26.144**	7.670	9.894
Streetcar motorman	32.770**	2.133	7.810
Street sweeper	32.225**	7.466	8.436
Taxi driver	24.960**	3.362	18.698
Teletype operator	89.588**	8.908	16.282
Television repairman	59.699**	12.547	12.033
Tenant farmer (defined)	14.402*	49.105**	12.887
Trained machinist	14.191*	14.531*	9.619
Traveling salesman for wholesale concern	25.478**	12.854	12.086
Truck driver	137.866**	20.634**	22.581*
Undertaker (mortician)	7.518	12.141	18.117
U.S. representative in congress	43.859**	7.131	23.455*
U.S. supreme court justice	44.230**	15.112*	19.803
Welfare worker for a city government	294.558**	4.200	12.190
X-ray technician	141.687**	3.513	6.577
Average Chi square	72.423**	12.242	17.259

* denotes significance at .01 level of confidence
** denotes significance at .001 level of confidence

With 4 degrees of freedom (male-female and rural-urban) a Chi square of 13.277 is significant at the .01 level and a Chi square of 18.465 is significant at the .001 level.

With 8 degrees of freedom (size of school), a Chi square of 20.090 is significant at the .01 level and a Chi square of 26.125 is significant at the .001 level

large-size schools.

Ninety of the 106 occupations had distributions of responses which met the Chi square test of significance at the .01 level of confidence when the male-female dichotomy was considered on the basis of a 2 x 5 contingency table. Even at the .001 level of confidence, 81 of the 106 occupations had responses meeting the Chi square test. The formula followed was $\chi^2 = \frac{N^2}{N_a N_b}\left(\frac{a_1^2}{N_1} + \frac{a_2^2}{N_2} + \frac{a_3^2}{N_3} + \frac{a_4^2}{N_4} + \frac{a_5^2}{N_5} - \frac{N_a^2}{N}\right)$ with male (a) and female (b) occupying the row spaces in the table and the five response possibilities occupying the column space.

Only 29 occupations met the Chi square test at the .01 level when the rural-urban comparison was made. When the .001 level was applied, only 20 occupations met the test.

Testing the significance of the differences in semantic ratings by school size required a 3 x 5 contingency table and utilization of this formula $\chi^2 = \sum_{i=1}^{m} \sum_{j=1}^{n} \frac{(a_{ij} - f_{ij})^2}{f_{ij}}$ where n = row number, m = column number, a_{ij} is the observed frequency in the ijth cell and f_{ij} is the expected frequency in the same cell.

Thirty-seven occupations met the Chi square test at the .01 level when the comparison was based upon school size. This number was reduced to 17 at the .001 level of confidence.

Chapter 4

OCCUPATIONAL PRESTIGE ACROSS FIVE DECADES

For Americans, the half century from the 1920's to the 1970's has encompassed the most widespread world war in history, the most devastating economic collapse on record, two extremely bloody but undeclared wars, the advent of automation and television, the development of atomic and nuclear energy, the development of commercial passenger aviation and the virtual obliteration of passenger railroads, the beginnings of travel in outer space, the relative decline of national power and the rise of the "Third World," the defeat of poliomyelitis and the development of successful vital organ transplants, plus a truly bewildering array of social, economic, and political transformations.

They have been five decades of massive change and it would be reasonable to expect similar changes in the area of occupational prestige. There have been extensive changes in occupational patterns. A sizeable percentage of the American labor force now works at occupations that were not even in existence five decades ago. The percentage of white collar workers in American society has more than doubled since 1910, the percentage of unskilled workers has dropped by more than half, there is only one farm worker today where there were nearly five in 1925, and the number of service workers has risen 30 percent in 20 years.[1]

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[1]Seymour L. Wolfbein, "Labor Trends, Manpower and Automation," in Man in a World of Work, ed. Henry Borow (Boston: Houghton-Mifflin Company, 1964), p. 161.

Where there has been great change, however, there has also been considerable stability, insofar as occupational prestige is concerned. Deeg and Paterson, three decades ago, noted that there had been very little relative change in prestige rankings of occupations. They found a correlation of plus 0.97 between Counts' 1925 rankings and their own in 1946.[1] Hodge, Siegel, and Rossi, discussing the 1963 NORC replication of the North-Hatt study, maintained that

> . . . it would be erroneous to expect any considerable change in the prestige structure of a single country over time, even though that country might be experiencing appreciable change in occupational structure.[2]

Results of the 1976 Iowa study challenge the strength of that comment.

Hakel, Hollmann, and Dunnette, writing less than a decade ago, said that "there has been very little relative change in the prestige order of occupations in our society during the past 42 years."[3] They were discussing the Counts study, the Deeg-Paterson work, and their own replication of the two surveys.

There have been major changes in prestige positions of occupations during this period of time, particularly if the high and low ends of the prestige order are excluded from consideration. Hodge, Siegel,

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[1]Maethel E. Deeg and Donald G. Paterson, "Changes in Social Status of Occupations," Occupations, XXV, No. 4 (1947), 206.

[2]Robert W. Hodge, Paul M. Siegel, and Peter H. Rossi, "Occupational Prestige in the United States, 1925-1963," Vocational Behavior: Readings in Theory and Practice, Donald G. Zytowski, ed. (New York City: Holt, Rinehart and Winston, 1968), p. 87.

[3]Milton D. Hakel, Thomas D. Hollmann, and Marvin D. Dunnette, "Stability and Change in the Social Status of Occupations Over 21 and 42 Year Periods," Personnel and Guidance Journal, XLVI, No. 8 (1968), 763.

and Rossi believed that:

> The prestige position of an occupation is apparently a characteristic generated by the way in which the occupation is articulated into the division of labor, by the amount of power and influence implied in the activities of the occupation, by the characteristics of incumbents and by the amount of resources which society places at the disposal of incumbents.[1]

Changes in these aspects, any one or more of them, will affect prestige positions. The lessened prestige of the banker could be a reflection of lessened power and influence; the large drop in prestige of the minister and the priest a reflection of the increasing secularization of society; the rise and decline in prestige of the astronaut reflections of the amount of resources which society places at the disposal of space programs; and the rise in prestige of lawyers a reflection of the more stringent entrance requirements into the legal profession as compared to the period when a person could "read for the law."

Counts sought rankings for 45 occupations and upon completion of his study recommended a smaller list. Until the 1947 NORC study, research on occupational prestige and prestige ranking was almost entirely confined to a list of 25 occupations. The list varied from study to study, but the "25" model was almost universally accepted. Using the semantic differential technique, North and Hatt expanded the scope of occupational prestige studies to include 90 occupations. Blake, in 1963, added 14 more occupations, and the 1976 Iowa study included two additional feminine-oriented jobs for a total of 106.

It was possible, for the purposes of the current study, to utilize 32 of the 45 occupations ranked by Counts. Applying rank order cor-

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[1]Hodge, Siegel, and Rossi, loc. cit.

relation techniques to the same 32 occupations in the five studies under comparison, there is indeed remarkable stability. As shown in Table 19, rank order correlations between the 1925 study and those 22, 38, and 51 years later range from plus 0.98 to plus 0.81. This amply supports earlier conclusions that there is indeed great stability in prestige rankings. Yet it is now also apparent that the degree of stability is declining steadily, if slowly.

Within the ranking tables, however, there has been more turbulence. Deeg and Paterson noted that "there were only three displacements of more than two ranks,"[1] farmer and traveling salesman both down, and insurance agent up. The North-Hatt study, as adjusted by the present study, showed five such displacements a year later, but three of the five were different occupations. Truck driver, railroad engineer, and machine operator in a factory had moved upward, while clerk in a store (salesman) had moved downward along with traveling salesman.

By 1963, 11 of the 32 occupations had been displaced three or more places in the ranking order. According to the NORC replication, electrician, carpenter, and policeman had joined truck driver, railroad engineer, and machine operator in upward mobility, while streetcar motorman, banker and factory owner (automobile manufacturer in Counts' list) had joined traveling salesman and clerk in a store in the downward list.

Here in Iowa, in 1963, Blake's study (as adjusted for Counts' list) showed that 16 of the 32 occupations had shifted, but there was still a rank order correlation of plus 0.92. Electrician, carpenter, barber, truck driver, lawyer, policeman, army corporal, and machine oper-

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[1] Deeg and Paterson, op. cit., 206.

ator in a factory were the upwardly mobile occupations according to the Blake results, while railroad conductor, mail carrier, traveling salesman, clerk in a store, banker, streetcar motorman, and army captain were occupations ranking appreciably lower on the occupational prestige scale.

The 1976 Iowa study added insurance agent, farm owner and operator, and plumber to the Blake list, while removing machine operator, barber, and army corporal from those moving upward markedly on the prestige scale. The 1976 Iowa study also differed from Blake's insofar as downward mobility was concerned. Minister, trained machinist, and bookkeeper, in addition to teacher and instructor, replaced clerk, farmer, and banker on the list of occupations ranked appreciably lower on the scale. Eighteen of the 32 occupations have now shifted three or more ranks.

Some other facts are apparent from an examination of Table 19. Machine operator in a factory and street sweeper are the only occupations which had the same position on the 1925 Counts' list as they have in the 1976 Iowa study. Physician was ranked third by the respondents to Counts' questionnaire, first in 1947 and 1963, and second in the current study. Banker was first in the Counts' list, dropped as low as sixth in 1963, but has risen to third in 1976. Lawyer has definitely and consistently moved upward, but so, too, have truck driver, electrician, carpenter, and policeman. Minister and traveling salesman have dropped twice as far in prestige ranking as any of the other occupations on the list.

Instructor and teacher have declined in prestige and so, apparently, has college professor. The two army jobs, captain and corporal, remained fairly stable on the two national scales (1947 and 1963), but in Iowa there seems to be less difference in prestige between commissioned officers and enlisted personnel.

Table 19

Five Decades of Occupational Rankings

Occupation	1925 Counts	1947 NORC	1963 NORC	1963 Blake	1976 Iowa
Banker	1	3	6	4	3
College professor	2	2	2	3	4
Physician (doctor of medicine)	3	1	1	1	2
Minister (clergyman)	4	4	4	6	16
Lawyer	5	5	3	2	1
Automobile manufacturer (factory owner)	6	7	10	7	7
Civil engineer	7	6	5	5	9
Captain in the regular army	8	8	7.5	11	14
High school teacher (instructor)	9	9	7.5	9	12
Elementary school teacher (teacher)	10	10	9	12	13
Farmer (farm owner-operator)	11	12	14	14	6
Machinist (trained machinist)	12	13.5	13	10	15
Traveling salesman	13	16	20	21	26
Bookkeeper	14	16	16	13	17
Electrician	15	13.5	11.5	8	5
Railroad engineer	16	11	11.5	18	18
Insurance agent	17	16	17	16	11
Policeman	18	18.5	15	15	10
Mail carrier	19	20	20	22	22
Railroad conductor	20	18.5	20	25	23
Carpenter	21	21	18	17	8
Salesman (clerk in a store)	22	26.5	27.5	27	24
Soldier (corporal in the regular army)	23	23.5	25	20	21
Plumber	24	22	22	23	19
Motorman (streetcar motorman)	25	26.5	27.5	30	29
Barber	26	25	23.5	19	25
Factory operative (machine operator)	27	23.5	23.5	24	27
Coal miner	28	29	29	29	30
Janitor	29	31	31	31	31
Restaurant waiter	30	30	30	28	28
Teamster (truck driver)	31	28	26	26	20
Street cleaner (street sweeper)	32	32	32	32	32
Rank order correlation with 1925 study		0.98	0.95	0.92	0.81

THE NATIONAL SURVEYS AND THE IOWA STUDIES

Insofar as comparisons are concerned, the major thrust of the 1976 Iowa study was to contrast the present survey with its chief pattern, the 1947 National Opinion Research Center study conducted by North and Hatt. To add intervening historical data, comparisons were also drawn with the 1963 National Opinion Research Center replication. The 1963 study in Iowa by Blake was also used as a reference point.

Rankings of the 90 North-Hatt occupations, as computed by the four surveys, are found in Table 20. At first glance, the table appears to disclose startling differences in the rankings. But while there are, indeed, major shifts upward and downward by specific occupations, there is extremely high correlation between the four different listings of rankings. The National Opinion Research Center, as a result of the 1963 replication, discovered a correlation of plus 0.98. The current study compared Blake's 1963 results with both the 1963 and 1947 NORC surveys and found correlations of plus 0.98 and plus 0.96.

The 1976 Iowa study rankings produced a correlation of plus 0.90 with the 1947 NORC survey, a correlation of plus 0.92 with the 1963 replication, and a correlation of plus 0.95 with Blake's 1963 work. The stability of occupational prestige rankings, commented upon by numerous earlier observers, is still present.

Within the rankings there are numerous, very noticeable, shifts in position. Supreme court justice, number one occupation in the 1947 and the two 1963 studies, has fallen sharply in prestige. Possible reasons for this were discussed on page 37. Physician re-emerges as one of

Table 20

Prestige Rankings of 90 Occupations
(Iowa 1976 and 1963, National 1963 and 1947)

Occupation	1976 Iowa	1963 Iowa	1963 National	1947 National
Lawyer	1	6	11	18
Physician (doctor of medicine)	2	4	2	2.5
Architect	3	12	14	18
U.S. supreme court justice	4	1	1	1
Airline pilot	5	20	21.5	24.5
Banker	6	17	24.5	10.5
Nuclear physicist	7	2	3.5	18
Psychologist	8	10	17.5	22
Scientist	9	7	3.5	8
State governor	10	5	5.5	2.5
Dentist	11	18	14	18
College professor	12	8	8	8
Biologist	13	23	24.5	29
U.S. representative in congress	14	9	8	8
Head of department in a state government	15	16	21.5	13
Chemist	16	14	11	18
Member of board of directors, large corp.	17	15	17.5	18
Cabinet member in the federal government	18	3	8	4.5
Accountant for a large business	19	24	29.5	29
Electrician	20	29	39	45
Government scientist	21	11	5.5	10.5
Building contractor	22	26	31.5	34
Mayor of a large city	23	19	17.5	6
Farm owner and operator	24	43	44	39
Diplomat in the foreign service	25	13	11	4.5
Sociologist	26	27	26	26.5
Owner of factory employing about 100	27	25	31.5	26.5
Carpenter	28	50	53	58
Civil engineer	29	21	21.5	23
Economist	30	40	34.5	34
Author of novels	31	31	34.5	31.5
County judge	32	33	14	13
Artist who displays in galleries	33	32	34.5	24.5
Radio announcer	34	46	49.5	40.5
Policeman	35	45	47	55
Official of an international labor union	36	30	37	40.5
Tenant farmer (defined)	37	53	51.5	51.5
Insurance agent	38	48	51.5	51.5

Table 20 (Continued)

Occupation	1976 Iowa	1963 Iowa	1963 National	1947 National
Owner-operator of a printing shop	39	47	41.5	42.5
Manager of a small store in a city	40	52	54.5	49
County agricultural agent	41	37	39	37.5
Instructor in a public school	42	34	27.5	34
Public school teacher	43	39	29.5	36
Captain in the regular army	44	36	27.5	31.5
Newspaper columnist	45	41	46	42.5
Trained machinist	46	35	41.5	45
Reporter on a daily newspaper	47	51	48	48
Minister (clergyman)	48	22	17.5	13
Bookkeeper	49	42	49.5	51.5
Priest	50	28	21.5	18
Musician in a symphony orchestra	51	38	34.5	29
Railroad engineer	52	54	39	37.5
Plumber	53	63	59	59.5
Automobile repairman	54	57	60	59.5
Welfare worker for a city government	55	44	44	45
Truck driver	56	67	67	71
Local official of a labor union	57	49	54.5	62
Garage mechanic	58	59	65.5	62
Corporal in the regular army	59	58	65.5	64.5
Bartender	60	85	83	85.5
Singer in a night club	61	60	74	74.5
Mail carrier	62	62	57	57
Undertaker (mortician)	63	55	44	47
Railroad conductor	64	65	57	55
Clerk in a store	65	68	70	68
Lumberjack	66	71	72.5	73
Barber	67	56	62.5	66
Traveling salesman for wholesale concern	68	61	57	51.5
Machine operator in a factory	69	64	62.5	64.5
Fisherman who owns his own boat	70	73	68	68
Farm hand	71	79	83	76
Milk route man	72	70	70	71
Playground director	73	69	62.5	55
Owner-operator of a lunch stand	74	66	62.5	62
Dock worker	75	81	77.5	81.5
Restaurant cook	76	72	72.5	71
Railroad section hand	77	77	77.5	79
Night watchman	78	78	77.5	81.5

Table 20 (Concluded)

Occupation	1976 Iowa	1963 Iowa	1963 National	1947 National
Taxi driver	79	75	80.5	79
Restaurant waiter	80	76	80.5	79
Streetcar motorman	81	82	70	68
Filling station attendant	82	74	75	74.5
Coal miner	83	80	77.5	77
Sharecropper (defined)	84	86	87	87
Soda fountain clerk	85	84	86	84
Janitor	86	83	83	85.5
Clothes presser in a laundry	87	87	85	83
Garbage collector	88	88	88	88
Streetsweeper	89	89	89	89
Shoe shiner	90	90	90	90

Rankings are based on the 1947 North-Hatt (NORC) list of 90 occupations. The 1976 ranking is the current study, the 1963 Iowa ranking is that of Blake, the 1963 national ranking is the NORC replication and the 1947 national ranking is the NORC original study.

the top two occupations in the 1976 survey, just as it was number one or two in nearly all of the post-Counts surveys based on 25 occupations.

Five occupations which were not among the top 10 in 1947 are now in this group. Lawyer, nuclear physicist, psychologist, airline pilot, and architect are these five occupations, and the upward movement of all of these jobs was also noted in the 1963 NORC replication and in the Blake study. The six occupations displaced in the 1947 top 10 (there was a tie for 10th) were diplomat in the foreign service, mayor of a large city, government scientist, cabinet member in the federal government, U.S. representative in congress, and college professor. Banker, not in the top 10 in the two 1963 studies, appears on the list again, as it did in the North-Hatt study. A total of 17 occupations have been listed among the top 10 over the three decades, only four of them appearing on

all of the lists. These four are U.S. supreme court justice, physician, governor of a state, and scientist.

The frequently observed pattern of stability may be indeed breaking down slightly. But this breakdown is less pronounced at the bottom of the list. The three lowest ranked occupations are identical in all four studies (garbage collector, street sweeper, and shoe shiner). Sharecropper, soda fountain clerk, clothes presser in a laundry, and janitor are in the bottom 10 on all four surveys, while bartender appears in three of the four lists among the bottom 10 occupations.

Table 21 shows the 31 occupations which rose four or more places in the prestige scale between 1947 and 1976. Ten professional and semi-professional occupations are included among the 31 and five of the seven craftsmen and foremen occupations have risen markedly during the period. Another observation is that two of the three protective service workers (policeman and corporal in the regular army) have risen in relative prestige during the past 29 years. Not a single government official is included.

Changes in Iowa may account for the jump in prestige shown by singer in a night club and bartender. Three decades ago there were neither legal night clubs nor bars in Iowa. Nuclear physicist is a much better known occupation today than it was in 1947.

Table 22, showing the 30 occupations which dropped in relative prestige by four ranks or more, presents quite a contrast with Table 21. There are three more professional and semi-professional jobs moving downward on the scale than there are those moving upward. There is only one occupation in the craftsman and foreman category (railroad engineer)

Table 21

Upward Changes in Ranking, 1947-1976
(4 or More Ranks)

Occupation	1947 NORC Study	1976 Iowa Study	Change (Gain)
Carpenter	58	28	30
Bartender	85.5	60	25.5
Electrician	45	20	25
Policeman	55	35	20
Airline pilot	24.5	5	19.5
Lawyer	18	1	17
Biologist	29	13	16
Architect	18	3	15
Farm owner and operator	39	24	15
Truck driver	71	56	15
Tenant farmer (defined)	51.5	37	14.5
Psychologist	22	8	14
Insurance agent	51.5	38	13.5
Singer in a night club	74.5	61	13.5
Building contractor	34	22	12
Nuclear physicist	18	7	11
Accountant for a large business	29	19	10
Manager of a small store in a city	49	40	9
Dentist	18	11	7
Lumberjack	73	66	7
Radio announcer	40.5	34	6.5
Plumber	59.5	53	6.5
Dock worker	81.5	75	6.5
Automobile repairman	59.5	54	5.5
Corporal in the regular army	64.5	59	5.5
Local official of a labor union	62	57	5
Farm hand	76	71	5
Banker	10.5	6	4.5
Official of an international labor union	40.5	36	4.5
Economist	34	30	4
Garage mechanic	62	58	4

Table 22

Downward Changes in Ranking, 1947-1976
(4 or More Ranks)

Occupation	1947 NORC Study	1976 Iowa Study	Change (Loss)
Minister (clergyman)	13	48	35
Priest	18	50	32
Musician in a symphony orchestra	29	51	22
Diplomat in the foreign service	4.5	25	20.5
County judge	13	32	19
Playground director	55	73	18
Mayor of a large city	6	23	17
Traveling salesman for a wholesale concern	51.5	68	16.5
Undertaker (mortician)	47	63	16
Railroad engineer	37.5	52	14.5
Cabinet member in the federal government	4.5	18	13.5
Streetcar motorman	68	81	13
Captain in the regular army	31.5	44	12.5
Owner-operator of a lunch stand	62	74	12
Government scientist	10.5	21	10.5
Welfare worker for a city government	45	55	10
Railroad conductor	55	64	9
Artist who displays in galleries	24.5	33	8.5
Instructor in a public school	34	42	8
State governor	2.5	10	7.5
Filling station attendant	74.5	82	7.5
Public school teacher	36	43	7
U.S representative in congress	8	14	6
Civil engineer	23	29	6
Coal miner	77.5	83	5.5
Mail carrier	57	62	5
Restaurant cook	71	76	5
Machine operator in a factory	64.5	69	4.5
College professor	8	12	4
Clothes presser in a laundry	83	87	4

that moved downward on the scale. Six governmental occupations are included (the two governmental officials in Roe's classification not included in Table 21, head of a department in a state government and U.S. supreme court justice, also declined in prestige, but not enough for inclusion in the table). There are neither farm-oriented nor protective workers, nor are there laboring occupations on the list. There is only one service occupation but, perhaps, most startling is the position of both minister and priest at the top of the list.

Taxi driver and the three lowest ranking occupations were ranked the same in 1976 as they were in 1947. Thirteen other occupations varied one rank or less. These were: physician, scientist, member of the board of directors of a large corporation, sociologist, author of novels, factory owner, trained machinist, reporter on a daily newspaper, barber, milk route man, restaurant waiter, soda fountain clerk, and janitor. The paired occupations of teacher and instructor were placed in adjacent ranks in both 1947 and 1976. The other paired occupations, automobile repairman and garage mechanic, varied somewhat more in the rankings.

Some observers believe that more significance can be attached to consideration of occupational groups than to specific occupations. Considered in this light, the top three occupational groupings are governmental workers, professional and semi-professional workers, and proprietors and managers. Craftsmen and foremen supplanted clerical and sales workers in fourth place as shown in the 1963 NORC replication, and the same findings came from the 1963 Blake study and the 1976 Iowa survey. Similarly, farmers and farm workers ranked ahead of protective service workers in 1947, but the opposite was true in the 1963 studies. The 1976 Iowa study places these farm-oriented occupations in fifth place,

ahead of clerical and sales workers. Table 23 shows these occupational group rankings.

Offering another basis of comparison between the four studies is an analysis of the prestige scores of the occupations themselves. In the 1947 North-Hatt study and the 1963 NORC replication, prestige scores were obtained by assigning a value of 100 to excellent ratings, a value of 80 to good ratings, a value of 60 to average ratings, a value of 40 to somewhat below average ratings, and a value of 20 to poor ratings. By calculating the numerical average of these arbitrarily assigned values over all respondents, the researchers obtained the prestige score.

As mentioned in chapter one, the current study did not use this method, but instead assigned an arbitrary value of 5, 4, 3, 2, and 1 to the semantic ratings, then carried the mean value to four decimals, thus eliminating ties in the rankings. Reversing the process, however, yielded a figure comparable to the NORC prestige scores when the 1976 mean score for each occupation was multiplied by 20. The same technique

Table 23

Median Ranks of Occupational Groups

Occupational Group*	1947 National	1963 National	1963 Iowa	1976 Iowa
Government officials	5	9.5	11	16.5
Professional and semi-professional	25.5	23	27.5	30.5
Proprietors, managers and officials	40.5	37	36	37.5
Clerical and sales workers	51.5	54.5	54.5	55.5
Craftsmen and foremen	58	53	54	49
Farmers and farm workers	63.75	67.25	66	54
Protective service workers	64.5	65.5	58	59
Operatives	72.75	72.5	74.5	80
Laborers, except farm	80.5	77.5	79	76
Service workers	84	83	83	80

* listing of occupations within groups appears as Appendix G

was applied to the 1963 Blake mean scores and the resulting listing of all four surveys and the prestige scores appears in Table 24.

This comparison also permitted the calculation of Pearson product-moment correlations between the four surveys. Again the correlations were very high. The two NORC studies yielded a correlation of plus 0.99, the correlation between the 1947 study and that of Blake in 1963 was plus 0.97, and between the 1947 study and the current study it was plus 0.92. Between the 1963 replication and the Blake study, the correlation was plus 0.98, and between the 1963 replication and the 1976 Iowa study it was plus 0.93.

The number of ties clouded differentiation between ranks, as was commented upon on pages 14 and 15.

Only 14 occupations gained in prestige scores during the period from 1947 to 1976. These were bartender, up 15 points; singer in a night club, truck driver, and sharecropper, up seven points; carpenter and garbage collector, up five points; lumberjack and dock worker, up four points; farm hand, up three points; electrician, night watchman, and railroad section hand, up two points; and policeman, up one point from the 1947 NORC score. Three occupations had the same prestige score in 1976 as they had in 1947. They were plumber, restaurant waiter, and shoe shiner.

The average prestige score for the 90 occupations was down six points over the 29 year period, and 43 of the occupations dropped more than this average decline. The largest decline in prestige scores were for minister, priest, diplomat in the foreign service, county judge, cabinet member in the federal government, musician in a symphony orchestra, mayor of a large city, U.S. supreme court justice, state governor,

Table 24

Prestige Scores of 90 Occupations
1947-1976

Occupation	1976 Iowa Score	1963 Iowa Score	1963 NORC Score	1947 NORC Score
Lawyer	85	89	89	86
Physician (doctor of medicine)	84	90	93	93
Architect	82	86	88	86
U.S. supreme court justice	81	93	94	96
Airline pilot	81	82	86	83
Banker	80	83	85	88
Nuclear physicist	79	91	92	86
Psychologist	79	87	87	85
Scientist	78	87	92	89
State governor	78	90	91	93
Dentist	78	82	88	86
College professor	77	87	90	89
Biologist	77	81	85	81
U.S. representative in congress	77	87	90	89
Head of department in state government	76	84	86	87
Chemist	76	85	89	86
Member of board of directors, large corp.	76	84	87	86
Cabinet member in the federal government	75	91	90	92
Accountant for a large business	75	79	81	81
Electrician	75	76	76	73
Government scientist	74	86	91	88
Building contractor	74	77	80	79
Mayor of a large city	74	82	87	90
Farm owner and operator	73	69	74	76
Diplomat in the foreign service	73	86	89	92
Sociologist	72	77	83	82
Owner of factory employing about 100	72	78	80	82
Carpenter	70	64	68	65
Civil engineer	70	81	86	84
Economist	69	71	78	79
Author of novels	69	75	78	80
County judge	69	73	88	87
Artist who displays pictures in galleries	69	74	78	83
Radio announcer	69	67	70	75
Policeman	68	68	72	67

Table 24 (Continued)

Occupation	1976 Iowa Score	1963 Iowa Score	1963 NORC Score	1947 NORC Score
Official of an international labor union	68	75	77	75
Tenant farmer (defined)	67	63	69	68
Insurance agent	67	65	69	68
Owner-operator of a printing shop	66	67	75	74
Manager of a small store in a city	66	63	67	69
County agricultural agent	66	72	76	77
Instructor in a public school	66	73	82	79
Public school teacher	66	71	81	78
Captain in the regular army	65	72	82	80
Newspaper columnist	65	70	73	74
Trained machinist	65	73	75	73
Reporter on a daily newspaper	65	64	71	71
Minister (clergyman)	65	81	87	87
Bookkeeper	65	69	70	68
Priest	64	76	86	86
Musician in a symphony orchestra	64	71	78	81
Railroad engineer	63	62	76	77
Plumber	63	55	65	63
Automobile repairman	62	61	64	63
Welfare worker for a city government	62	68	74	73
Truck driver	61	53	59	54
Local official of a labor union	60	65	67	62
Garage mechanic	60	60	62	62
Corporal in the regular army	59	61	62	60
Bartender	59	41	48	44
Singer in a night club	59	59	54	52
Mail carrier	59	57	66	66
Undertaker (mortician)	58	62	74	72
Railroad conductor	58	55	66	67
Clerk in a store	57	53	56	58
Lumberjack	57	50	55	53
Barber	56	62	63	59
Traveling salesman for wholesale concern	56	58	66	68
Machine operator in a factory	54	55	63	60
Fisherman who owns his own boat	54	49	58	58
Farm hand	53	44	48	50
Milk route man	52	50	56	54
Playground director	52	53	63	67
Owner-operator of a lunch stand	51	53	63	62
Dock worker	51	43	50	47

Table 24 (Concluded)

Occupation	1976 Iowa Score	1963 Iowa Score	1963 NORC Score	1947 NORC Score
Restaurant cook	50	49	55	54
Railroad section hand	50	45	50	48
Night watchman	49	44	50	47
Taxi driver	48	47	49	49
Restaurant waiter	48	45	49	48
Streetcar motorman	47	43	56	58
Filling station attendant	47	47	51	52
Coal miner	47	43	50	49
Sharecropper (defined)	47	39	42	40
Soda fountain clerk	44	42	44	45
Janitor	42	42	48	44
Clothes presser in a laundry	40	38	45	46
Garbage collector	40	31	39	35
Street sweeper	36	30	36	34
Shoe shiner	33	25	34	33
Mean score	64	66	71	70
Median score	65.2	67.5	73.5	73.3
Range	52	68	60	63

captain in the regular army and playground director, all down 15 points or more.

Nine other occupations declined 12 or more points, twice the average decline for all 90 occupations. They were government scientist, civil engineer, artist, railroad engineer and undertaker, all down 14; and college professor, U.S. representative in congress, public school teacher and traveling salesman, all down 12 points.

THE 1963 AND 1976 IOWA STUDIES

A dozen years produces many changes in this, the final decades of the twentieth century. Communications, transportation, race relations, domestic and foreign policy are just a few of the areas in which

the mid-1970's appear much different from the early 1960's. A brief comparison of the 1963 Blake study with the current Iowa study thus appears in order, because these changes in the nation may be reflected here in Iowa. Such a comparison also brings the Iowa prestige rankings up to date, which was one of the purposes of the current study.

Table 25 gives the prestige ratings and the prestige rankings of the 104 occupations studied by Blake in 1963. For ranking purposes, the two nursing professions included in the 1976 Iowa study have been disregarded.

Thirty-seven of the 104 occupations gained in the semantic ratings. But there was not a single governmental official among these 37 occupations. There were only three professional or semi-professional occupations (computer programmer, radio announcer, and reporter on a daily newspaper) and only two in the proprietary and managerial category (manager of a small store in a city and railroad conductor) among those with improved semantic ratings. There was only one occupation (computer programmer) which ranked in the top quartile on the overall prestige ranking list. All of the farm-oriented jobs and all of the laborer occupations gained in semantic scores. The three railroad jobs increased their semantic ratings, perhaps because of Iowa's unique emphasis upon assistance to railroads.

Five of the leading 10 occupations are different in 1976. They are architect, psychologist, airline pilot, electronics engineer, and banker. No longer in the top 10 are cabinet member in the federal government, U.S. representative in congress, scientist, and college professor.

Table 25

Prestige Ratings and Rankings for 104 Occupations
Iowa 1963-1976

Occupation	Ratings			Rankings		
	1976 Iowa	1963 Iowa	Change	1976 Iowa	1963 Iowa	Change
Lawyer	4.2334	4.4385	-.2051	1	6	+ 5
Physician (doctor of medicine)	4.2009	4.4943	-.2934	2	4	+ 2
Architect	4.0764	4.3048	-.2284	3	14	+ 11
U.S. supreme court justice	4.0711	4.6341	-.5630	4	1	- 3
Astronaut	4.0524	4.4082	-.3558	5	7	+ 2
Airline pilot	4.0297	4.0852	-.0555	6	23	+ 17
Banker	3.9773	4.1282	-.1509	7	20	+ 13
Nuclear physicist	3.9609	4.5453	-.5844	8	2	- 6
Psychologist	3.9433	4.3470	-.4037	9	11	+ 2
Electronics engineer	3.9397	4.3155	-.3758	10	13	+ 3
Scientist	3.9167	4.3570	-.4403	11	8	- 3
State governor	3.9128	4.4785	-.5657	12	5	- 7
Dentist	3.8909	4.1142	-.2233	13	21	+ 8
Medical technician	3.8898	4.1506	-.2608	14	19	+ 5
College professor	3.8648	4.3553	-.4905	15	9	- 6
Biologist	3.8548	4.0336	-.1788	16	26	+ 10
U.S. representative in congress	3.8353	4.3538	-.5185	17	10	- 7
Head, dept. of state govt.	3.8104	4.1891	-.3787	18	18	same
Computer programmer	3.8068	3.0168	+.7900	19	69	+ 50
Chemist	3.8057	4.2425	-.4368	20	16	- 4
Member, board of directors	3.7931	4.1991	-.4060	21	17	- 4
Cabinet member, federal govt.	3.7425	4.5290	-.7865	22	3	- 19
Accountant, large business	3.7365	3.9320	-.1955	23	28	+ 5
Electrician	3.7265	3.7940	-.0675	24	33	+ 9
Government scientist	3.7209	4.3185	-.5976	25	12	- 13
Building contractor	3.7205	3.8477	-.1272	26	30	+ 4
Mayor of a large city	3.7186	4.1020	-.3834	27	22	- 5
X-ray technician	3.7113	3.9813	-.2700	28	27	- 1
Farm owner-operator	3.6471	3.4520	+.1951	29	49	+ 20
Diplomat in foreign service	3.6342	4.2995	-.6653	30	15	- 15
Sociologist	3.5982	3.8262	-.2280	31	31	same
Owner of factory	3.5798	3.9224	-.3426	32	29	- 3
Carpenter	3.5161	3.2207	+.2954	33	59	+ 26
Civil engineer	3.5025	4.0718	-.5693	34	24	- 10
Economist	3.4659	3.5253	-.0594	35	45	+ 10

Table 25 (Continued)

Occupation	Ratings			Rankings		
	1976 Iowa	1963 Iowa	Change	1976 Iowa	1963 Iowa	Change
Author of novels	3.4563	3.7422	-.2859	36	35	- 1
County judge	3.4396	3.6570	-.2174	37	37	same
Artist displaying in galleries	3.4378	3.7071	-.2693	38	36	- 2
Radio announcer	3.4284	3.3748	+.0536	39	52	+ 13
Policeman	3.4114	3.3812	+.0302	40	51	+ 11
Official, int'l labor union	3.4046	3.7510	-.3464	41	34	- 7
Airline stewardess	3.3746	3.6312	-.2566	42	39	- 3
Tenant farmer (defined)	3.3681	3.1502	+.2179	43	62	+ 19
Insurance agent	3.3405	3.2337	+.1068	44	56	+ 12
Owner-operator of print shop	3.3167	3.3710	-.0543	45	53	+ 8
Manager of small store in city	3.2899	3.1652	+.1247	46	61	+ 15
County agricultural agent	3.2880	3.5812	-.2932	47	42	- 5
Instructor in public school	3.2836	3.6441	-.3605	48	38	- 10
Public school teacher	3.2755	3.4657	-.1902	49	44	- 5
Captain in regular army	3.2742	3.6067	-.3325	50	41	- 9
Newspaper columnist	3.2740	3.4910	-.2170	51	47	- 4
Trained machinist	3.2726	3.6276	-.3550	52	40	- 12
Reporter on daily newspaper	3.2619	3.2157	+.0462	53	60	+ 7
Minister (clergyman)	3.2598	4.0486	-.7888	54	25	- 29
Bookkeeper	3.2417	3.4638	-.2221	55	48	- 7
Priest	3.2146	3.8014	-.5868	56	32	- 24
Teletype operator	3.1862	3.2436	-.0574	57	55	- 2
Musician in symphony orchestra	3.1812	3.5695	-.3883	58	43	- 15
Railroad engineer	3.1728	3.1226	+.0502	59	63	+ 4
Secretary	3.1668	3.3521	-.1853	60	54	- 6
Plumber	3.1283	2.7588	+.3695	61	77	+ 16
Automobile repairman	3.1101	3.0577	+.0524	62	66	+ 4
Key punch operator	3.1041	2.9085	+.1956	63	74	+ 11
Welfare worker for city govt.	3.0981	3.3851	-.2870	64	50	- 14
Truck driver	3.0421	2.6494	+.3927	65	81	+ 16
Heating and a/c installer	3.0191	2.9719	+.0472	66	71	+ 5
Cosmetologist (beautician)	3.0184	3.5203	-.5019	67	46	- 21
Local official, labor union	3.0178	3.2318	-.2140	68	57	- 11
Business machine serviceman	2.9973	3.2239	-.2266	69	58	- 11
Television repairman	2.9843	3.0205	-.0362	70	68	- 2
Garage mechanic	2.9828	3.0055	-.0227	71	70	- 1
Corporal in regular army	2.9587	3.0308	-.0721	72	67	- 5
Bartender	2.9500	2.0378	+.9122	73	99	+ 26
Singer in a night club	2.9377	2.9646	-.0269	74	72	- 2
Mail carrier	2.9257	2.8318	+.0939	75	76	+ 1

Table 25 (Concluded)

Occupation	Ratings			Rankings		
	1976 Iowa	1963 Iowa	Change	1976 Iowa	1963 Iowa	Change
Undertaker (mortician)	2.9077	3.1084	-.2007	76	64	- 12
Railroad conductor	2.8854	2.7494	+.1360	77	79	+ 2
Dressmaker	2.8310	2.9185	-.0875	78	73	- 5
Clerk in a store	2.8287	2.6427	+.1860	79	82	+ 3
Lumberjack	2.8262	2.5080	+.3182	80	85	+ 5
Barber	2.8213	3.1045	-.2832	81	65	- 16
Traveling salesman	2.7927	2.8812	-.0885	82	75	- 7
Machine operator in a factory	2.7127	2.7521	-.0394	83	78	- 5
Fisherman who owns own boat	2.7116	2.4274	+.2842	84	87	+ 3
Farm hand	2.6582	2.2167	+.4415	85	93	+ 8
Milk route man	2.5982	2.5211	+.0771	86	84	- 2
Playground director	2.5940	2.6352	-.0412	87	83	- 4
Owner-operator of lunch stand	2.5733	2.6657	-.0924	88	80	- 8
Dock worker	2.5342	2.1410	+.3932	89	95	+ 6
Restaurant cook	2.5166	2.4706	+.0460	90	86	- 4
Railroad section hand	2.5075	2.2324	+.2751	91	91	same
Night watchman	2.4518	2.2208	+.2310	92	92	same
Taxi driver	2.4096	2.3685	+.0411	93	89	- 4
Restaurant waiter	2.3899	2.2469	+.1430	94	90	- 4
Streetcar motorman	2.3726	2.1288	+.2438	95	96	+ 1
Filling station attendant	2.3447	2.3810	-.0363	96	88	- 8
Coal miner	2.3329	2.1539	+.1790	97	94	- 3
Sharecropper (defined)	2.3281	1.9597	+.3684	98	100	+ 2
Soda fountain clerk	2.1961	2.1105	+.0856	99	98	- 1
Janitor	2.0777	2.1129	-.0352	100	97	- 3
Clothes presser in laundry	2.0233	1.8915	+.1318	101	101	same
Garbage collector	1.9878	1.5530	+.4348	102	102	same
Street sweeper	1.8098	1.5077	+.3021	103	103	same
Shoe shiner	1.6297	1.2491	+.3806	104	104	same
Mean rating	3.2648	3.3064				
Median rating	3.2673	3.3729				
Range	2.6037	3.3850				

The four lowest ranking occupations are identical, and eight of the lowest 10 are the same, although there is some variation in position. Coal miner and filling station attendant have replaced bartender and dock worker in the lowest 10.

Five of the 10 occupations with the largest semantic rating declines are government officials. The other five are all professional occupations. Minister declined the most of all the 104 occupations on the list, while priest is also among the top five decliners.

Word choices which respondents used to describe the prestige of the occupations were lower in value in the 1976 study. Only six occupations scored higher than 4.0000, the numerical value for "good." In the 1963 Blake study, 26 occupations scored above 4.0000, but there were 70 occupations above 3.0000 ("average") in both the 1963 and 1976 studies.

The 1963 study yielded a much larger variation in semantic ratings, 3.3850 points, as compared to 2.6037 for the current study. The 1963 study also had a higher mean score and a higher median rating.

When prestige rankings, as opposed to semantic ratings, are compared, as they are in Tables 26 and 27, it is found that 19 of the occupations on the list of "semantic gainers" also show sharp increases in prestige ranking. The absence of governmental officials in the list of upward ranking changes is apparent, as is the presence of five of these governmental jobs in the list of sizeable downward shifts. There were 39 occupations dropping sharply in prestige ranking, compared to 31 gaining materially in rank. The huge upward movement of computer programmer reflects the increasing role of computers in this technologically based society, and is probably also a reflection of increased knowledge about this occupation among high school seniors in Iowa.

Table 26

Upward Changes in Ranking, 1963-1976
(4 or More Ranks)

Occupation	1963 Iowa	1976 Iowa	Change (Gain)
Computer programmer	69	19	50
Carpenter	59	33	26
Bartender	99	73	26
Farm owner and operator	49	29	20
Tenant farmer (defined)	62	43	19
Airline pilot	23	6	17
Plumber	77	61	16
Truck driver	81	65	16
Manager of a small store in a city	61	46	15
Banker	20	7	13
Radio announcer	52	39	13
Insurance agent	56	44	12
Architect	14	3	11
Policeman	51	40	11
Key punch operator	74	63	11
Biologist	26	16	10
Economist	45	35	10
Electrician	33	24	9
Dentist	21	13	8
Owner-operator of a printing shop	53	45	8
Farm hand	93	85	8
Reporter on a daily newspaper	60	53	7
Dock worker	95	89	6
Lawyer	6	1	5
Medical technician	19	14	5
Accountant for a large business	28	23	5
Heating and air conditioning installer	71	66	5
Lumberjack	85	80	5
Building contractor	30	26	4
Railroad engineer	63	59	4
Automobile repairman	66	62	4

Table 27

Downward Changes in Ranking, 1963-1976
(4 or More Ranks)

Occupation	1963 Iowa	1976 Iowa	Change (Loss)
Minister (clergyman)	25	54	29
Priest	32	56	24
Cosmetologist (beautician)	46	67	21
Cabinet member in the federal government	3	22	18
Barber	65	81	16
Diplomat in the foreign service	15	30	15
Musician in a symphony orchestra	43	58	15
Welfare worker for a city government	50	64	14
Government scientist	12	25	13
Trained machinist	40	52	12
Undertaker (mortician)	64	76	12
Local official of a labor union	57	68	11
Business machine serviceman	58	69	11
Civil engineer	24	34	10
Instructor in a public school	38	48	10
Captain in the regular army	41	50	9
Owner-operator of a lunch stand	80	88	8
Filling station attendant	96	88	8
Governor of state	5	12	7
U.S. representative in congress	10	17	7
Official of an international labor union	34	41	7
Bookkeeper	48	55	7
Traveling salesman for a wholesale concern	75	82	7
Nuclear physicist	2	8	6
College professor	9	15	6
Secretary	54	60	6
Mayor of a large city	22	27	5
County agricultural agent	42	47	5
Public school teacher	44	49	5
Corporal in the regular army	67	72	5
Dressmaker	73	78	5
Machine operator in a factory	78	83	5
Chemist	16	20	4
Member of board of directors, large corporation	17	21	4
Newspaper columnist	47	51	4
Playground director	83	87	4
Restaurant cook	86	90	4
Taxi driver	89	93	4
Restaurant waiter	90	94	4

Minister and priest led the decline in prestige here in Iowa during the 1963-1976 period. Cosmetologist and barber are also among the five occupations with the largest declines in prestige ranking. There is a decided drop in the prestige of professional and semi-professional occupations. Sixteen of the 36 occupations in the Roe categorization are included on the list of those dropping sharply in prestige. All three of the "teaching" occupations are on the list.

There are no farm-oriented nor laboring occupations on the downward list, while the increasing prestige of skilled labor continues to be noticeable in this comparison of the two Iowa studies.

When occupational groups are considered, the 1976 Iowa study resulted in higher median prestige rankings for craftsmen and foremen, farmers and farm workers, laborers, and service occupations than did the earlier study by Blake.

Finally, only nine of the 104 occupations ranked the same in 1976 as they did in 1963. In addition to the four lowest ranking occupations, those with identical ranking were head of a department in state government, sociologist, county judge, night watchman, and railroad section hand.

Chapter 5

SUMMARY, FINDINGS AND IMPLICATIONS

This 1976 Iowa study analyzed occupational prestige ratings of 2,638 Iowa high school seniors. These respondents attended 22 high schools, chosen randomly from the 504 public and parochial schools in the state. Nine geographical districts in Iowa are represented, with six small (fewer than 250 students) schools, eight medium-size (250-499 students) schools, and eight large (500 or more students) schools in the sample.

The responses represented 86.7 percent of the seniors attending these 22 schools. Responses from three other small high schools, representing less than five percent of the original sample, were discarded because the responses failed to meet the internal validity check applied to all returns. This check applied Spearman rho tests of the individual schools compared to overall responses for both of the dichotomies, male-female and rural-urban. A correlation of plus 0.90 was required. One of the schools had a correlation of 0.37. However, only 35 students were involved.

One hundred and six occupations were rated by the students, with professional and governmental jobs ranking at the top of the list and service occupations ranking at the bottom. A comparison with four similar surveys made over the past five decades indicates a high degree of stability in the overall prestige rankings. This stability, however, is

declining as changes in occupational status occur, corresponding to perceptual views of the "worth" of different occupations. The comparison also indicates that there is a marked degree of mobility, both upward and downward, in the comparative prestige of specific occupations.

Occupations which require much educational training, which pay much higher than average monetary rewards, and which emphasize the use of brain power rather than muscle power, rank much higher than those requiring lesser training, receiving lower monetary rewards, and utilizing physical strengths or skills.

There is a significant difference by sex in the way Iowa high school seniors regard the 106 occupations in the 1976 Iowa study. There is a possibly significant difference in the manner occupations are regarded when rural or urban residence is considered. There is little significant difference in prestige ratings when size of school attended is considered.

FINDINGS

The five questions posed in Chapter 1 have been answered by the 1976 Iowa study. Further, a challenge has been issued to future scholars in hope that further research can help bring additional understanding to this often puzzling phenomenon of occupational prestige.

The first question, "How do Iowa high school seniors regard 106 different occupations?" was answered by Table 1, pages 39-41. The accompanying general hypothesis is accepted. This hypothesis is that occupations requiring a high degree of educational training, which receive substantially higher than average monetary rewards, and which place more emphasis upon brain power than muscle power, will rank higher than occu-

pations requiring lesser training, receiving lower monetary rewards, and involving physical labor.

Those occupations ranking in the upper quartile of the 106 occupations offer substantiation for the first hypothesis. Fourteen of the 26 jobs in the upper quartile require appreciably more than a baccalaureate degree from a college or university. Seven others require concentrated advanced training. Only five occupations do not require post high school training, and of these five, four are governmental positions which usually are filled by men and women with such training. All 26 occupations offer "substantially higher than average monetary rewards" and of the 26, only two (astronaut and airline pilot) require more than minimal physical fitness, much less muscular power.

The second question concerned a comparison between the 1976 Iowa study and earlier surveys of occupational prestige. The hypothesis of very high correlation between the results of the 1976 Iowa study and earlier studies is accepted.

It was possible to utilize two different methods of correlation in comparing the 1976 Iowa study with previous ones. Rank order correlations between the 1976 Iowa study, the two National Opinion Research Center surveys, and Blake's 1963 Iowa research were positive 0.90, positive 0.92, and positive 0.95. Product-moment correlations between the 1976 Iowa study and the three earlier ones were positive 0.92, positive 0.93, and positive 0.94.

Because of changes in terminology, job characteristics, and technology, it was possible to correlate only 32 of the 45 occupations surveyed by Counts in his pioneering study reported upon in 1925. A comparison of these 32 occupations with the 1976 Iowa study yielded a rank

order correlation of positive 0.81. The hypothesis of prestige order stability appears to have full support.

Despite the unusual degree of stability, there is nothing fixed about the relative position of an occupation on the prestige scale. Thirty-three of the 90 occupations first surveyed by North and Hatt in 1947 have moved at least 10 places up or down the prestige scale. These and other major shifts in prestige ranking are shown in Tables 21 and 22 on pages 94 and 95. Only 17 of the 90 occupations retained the same rank or moved less than two positions on the scale.

The third question was "are there significant sex differences in the ratings?" The null hypothesis that there is no difference between young men and young women in their rating of occupations is rejected at both the .01 and .001 levels of significance. The results of the 1976 Iowa study cast doubt upon some of the findings of earlier studies on this question.

The 1976 Iowa study found that there was indeed a significant difference between the manner in which men and women regarded the prestige of occupations. Table 18, pages 79-81, shows the results of Chi-square testing of significance of differences between the ratings of males and females. Utilizing the additive qualities of Chi-square, an overall value of 72.423 was found for the list of occupations, far in excess of the values needed for significance at the .001 or .01 levels.

North and Hatt had this comment to make about rating differences by sex:

> Contrary to expectations, men and women seldom differed very much in rating the relative standing of specific jobs. Women, however, assigned slightly higher scores, on the average, to almost every type of work. Ranking markedly higher in the feminine evaluation were these occupations: educational and social work, vocations asso-

> ciated with the arts, religious work, and protective and personal service jobs. In only a few instances were the masculine scores above the feminine evaluations. Particularly significant examples of this were bartender and owner of a factory employing about 100 people, which rated considerably higher among men than among women.[1]

Blake quoted the same statement[2] and by implication endorsed the view that the observed differences were not significant.

The situation has certainly changed three decades later. Differences in ratings between young men and young women are significant at the .01 level for 90 of the 106 occupations surveyed. If the Chi-square significance level is reduced to .05, only 12 of the 106 occupations fail to meet the test. These 12 are airline pilot, building contractor, carpenter, electronics engineer, insurance agent, mail carrier, owner-operator of a lunch stand, railroad conductor, railroad engineer, restaurant cook, singer in a night club, and undertaker (mortician). The four occupations joining these in failing the test of significance at the .01 level are captain in the regular army, coal miner, farm owner and operator, and restaurant waiter.

Applying the two-tailed "t" test of mean differentials, 23 of the 106 occupations were not rated significantly different in the male-female comparison. These included 14 of the 16 mentioned above (insurance agent and carpenter are not included) and nine other occupations: electrician, radio announcer, milk route man, clothes presser in a laundry, member of the board of directors of a large corporation, county agricultural agent,

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[1] Cecil C. North and Paul K. Hatt, "Jobs and Occupations: A Popular Evaluation," Opinion News, IX, No. 4 (1947), 8.

[2] Margaret Tate Blake, "Desired Future Vocations and Prestige Rankings of Occupations," paper presented at Iowa Personnel and Guidance Association Conference, April, 1964, Iowa State University, Ames.

barber, soda fountain clerk, and tenant farmer. Hence, between 75 and 85 percent of the 106 occupations are rated significantly different by young men as compared to the ratings by young women.

The fourth question posed in the 1976 Iowa study involved a similar question regarding possible differences between rural and urban students. Results of Chi-square testing of significance of differences with regard to this question are also found in Table 18, pages 79-81. The null hypothesis that there is no difference between rural and urban students in their rating of occupations cannot be rejected at the .01 level for the entire list of occupations. With four degrees of freedom, a Chi-square value of 13.277 is required at the .01 level and 18.465 at the .001 level. The average Chi-square for the entire rural-urban dichotomy was 12.242.

There were, however, numerous examples of specific occupations which did indeed meet the Chi-square test at both the .01 and .001 levels. Twenty-nine occupations met the Chi-square requirement at the .01 level, 20 of them also doing so at the .001 level.

Sixteen of the 29 occupations for which significant Chi-square differences were noted were in the professional and semi-professional category. All four of the farming occupations were regarded differently, and both the governmental and craftsmen-foremen groups were represented by three occupations. Not a single protective service, clerical and sales, laborer, or service worker was included. A discussion of the two-tailed "t" tests of significance is found on page 64.

The final question was, "does the size of school attended make a difference in how high school seniors regard the various occupations?"

The null hypothesis was that there is no difference in the rating of occupations when the size of school attended is the variable.

The 1976 Iowa study accepts the null hypothesis at the .01 level. There was no significant difference in the manner in which high school seniors regarded the 106 occupations when size of school attended was the criterion. With eight degrees of freedom, a Chi-square value of 20.090 is required at the .01 level. The current study produced a Chi-square of 17.259 for the size of school consideration. Only 37 occupations met the Chi-square test at the .01 level. Twenty-four of these occupations were professional or semi-professional jobs and four of them were governmental positions. There were no clerical and sales jobs, protective service workers, or laborers in this list of occupations regarded in significantly different ways by students attending schools of various size.

Of considerable interest to the writer was the list of nine occupations which met the .01 and .001 Chi-square tests for all of the contrasts considered (male-female, rural-urban, and school size). Alphabetically, they were artist who displays pictures in galleries, automobile repairman, chemist, dentist, farm hand, lawyer, physician, psychologist, and reporter on a daily newspaper. Seven of the nine were professional or semi-professional occupations. Six other occupations met the Chi-square test for five of the six contrasts. They were author of novels, college professor, diplomat in the foreign service, member of the board of directors of a large corporation, newspaper columnist, and truck driver.

Three other occupations, biologist, musician in a symphony or-

chestra, and nuclear physicist, met the Chi-square test at the .01 level for all three variables (male-female, rural-urban, and school size). It is apparent that level of academic or professional training does make a critical difference in prestige ranking.

Lawyer ranked as the number one occupation in Iowa insofar as prestige was concerned. Physician was second. The mean differential of the semantic ratings between these two highly professional occupations was only .0325, close indeed. Yet viewed from another angle, lawyer clearly outranked physician. There were 22 schools represented in the 1976 Iowa study. Students from 10 of these schools placed lawyer first. In only five schools did physician rank first. Both lawyer and doctor led in one of the small high schools and in three of the large schools. In the medium-size schools, however, lawyer led in six of the eight, physician in only one. In not a single school did lawyer rank below eighth.

Six other occupations ranked first in at least one Iowa high school. United States supreme court justice and banker ranked first in two of the schools, and astronaut, nuclear physicist, airline pilot, and farm owner-operator ranked first in one school.

Ten other occupations ranked in the top five in at least one school. They were architect (10 schools), electronics engineer (5), psychologist (2), state governor (2), college professor (2), scientist (2), computer programmer (1), dentist (1), member of the board of directors of a large corporation (1), and electrician (1).

Table 28 lists the prestige ranking for the 106 occupations in all of the 22 high schools.

Table 28

Prestige Ranking of 106 Occupations
(22 Iowa High Schools)

Occupation	Granville Spalding	Montezuma	Sheffield-Chapin	Stanton	Van Meter	Wall Lake	Albia
Lawyer	2	4	1	8	6	4	1
Physician	1	6	5.5	2.5	14.5	8	2
Architect	16	7	2.5	10.5	6	4	8
U.S. supreme court justice	7	1.5	4	1	4	2	10
Astronaut	5.5	3	19.5	4	14.5	7	3
Airline pilot	13	10	11.5	8	2	10	5
Banker	19.5	1.5	19.5	2.5	37.5	9	7
Nuclear physicist	3	14.5	11.5	21	14.5	1	6
Psychologist	10.5	30	17.5	42	14.5	19.5	13
Electronics engineer	5.5	10	7.5	19.5	6	6	9
Scientist	8.5	5	11.5	16	18.5	16.5	12
State governor	4	12.5	9	5	14.5	34	17
Dentist	25	26	11.5	10.5	21.5	14.5	20
Medical technician	13	17.5	21.5	18	25.5	24	11
College professor	19.5	8	15	13	25.5	4	4
Biologist	22	27.5	15	16	30.5	16.5	22
U.S. representative in congress	8.5	21	15	8	30.5	12	18
Head of dept., state govt.	10.5	16	25	13	3	12	23
Computer programmer	16	10	17.5	32	18.5	24	25
Chemist	24	12.5	7.5	26.5	30.5	30	16
Member, board of directors	28	24	32	28	21.5	27.5	19
Cabinet member, federal govt.	21	23	25	13	10.5	24	21
Accountant, large business	16	19	27	16	35	34	35
Electrician	26	25	2.5	19.5	10.5	34	33
Government scientist	23	17.5	37	35.5	25.5	14.5	14
Building contractor	33	33	21.5	35.5	8.5	27.5	27
Mayor of a large city	29	29	35	22.5	30.5	19.5	28
X-ray technician	18	14.5	25	35.5	21.5	42.5	15
Registered nurse	13	21	32	24	8.5	12	26
Farm owner and operator	32	21	5.5	6	1	19.5	29
Diplomat in foreign service	27	42	35	26.5	61	19.5	24
Sociologist	30	39	29	48	46	39	30
Owner of factory	38	34.5	28	40	30.5	45.5	39
Carpenter	40	32	30	25	21.5	39	41
Civil engineer	36.5	31	46.5	45.5	54.5	34	38

Table 28 (Continued)

Occupation	Granville Spalding	Montezuma	Sheffield-Chapin	Stanton	Van Meter	Wall Lake	Albia
Economist	35	45	42.5	53	42	48.5	31
Author of novels	31	49.5	56	47	37.5	34	34
County judge	47.5	36	56	38.5	30.5	37	56
Artist displaying in galleries	50	54	58.5	72	25.5	39	42
Radio announcer	47.5	41	42.5	30	42	50.5	32
Policeman	34	27.5	39.5	32	39.5	24	49
Official of int'l labor union	43	44	51	45.5	42	30	37
Airline stewardess	39	43	48	44	54.5	57	40
Tenant farmer (defined)	41	39	23	22.5	14.5	45.5	54
Insurance agent	54.5	46	32	58	62.5	53.5	45
Owner-operator of print shop	54.5	39	53	67.5	35	45.5	47
Manager of small store in city	71	64	39.5	55	46	65	57
County agricultural agent	51	58	58.5	41	35	45.5	49
Instructor in public school	52	47.5	53	54	58	48.5	51
Public school teacher	54.5	52.5	35	29	46	53.5	53
Captain in regular army	36.5	37	61	49.5	54.5	42.5	49
Newspaper columnist	43	62	67.5	67.5	49	50.5	55
Trained machinist	47.5	34.5	53	51.5	54.5	53.5	44
Reporter on daily newspaper	45	58	75.5	63	46	65	52
Minister (clergyman)	63	55.5	64	35.5	50.5	24	77
Bookkeeper	47.5	47.5	39.5	32	54.5	65	63
Priest	61	67.5	71.5	38.5	46	30	71
Teletype operator	58	60.5	66	67.5	70	57	43
Musician in symphony orchestra	54.5	81	61	61	54.5	41	60
Railroad engineer	61	64	39.5	58	59.5	53.5	36
Secretary	61	52.5	46.5	51.5	79.5	89	68
Plumber	67.5	66	49	49.5	65	72.5	69
Automobile repairman	59	49.5	50	43	39.5	60	59
Key punch operator	76	71	81.5	87	70	83.5	62
Practical nurse	57	71	67.5	67.5	70	80.5	72.5
Welfare worker for city govt.	67.5	71	61	63	65	77	58
Truck driver	73	64	45	67.5	70	60	46
Heating & a.c. installer	43	58	64	76	70	57	75
Cosmetologist (beautician)	65	69	56	78.5	65	65	70
Local leader of labor union	70	78.5	71.5	74.5	59.5	72.5	66.5
Business machine serviceman	67.5	55.5	77.5	67.5	75.5	83.5	64
Television repairman	67.5	51	69	60	74	76	74
Garage mechanic	77	60.5	71.5	56	62.5	65	66.5
Corporal in regular army	64	67.5	74	72	70	69	80
Bartender	84.5	80	75.5	92.5	83	72.5	76

Table 28 (Continued)

Occupation	Granville Spalding	Montezuma	Sheffield-Chapin	Stanton	Van Meter	Wall Lake	Albia
Singer in a night club	74.5	76.5	79	86	50.5	65	72.5
Mail carrier	78	73	77.5	72	81	80.5	65
Undertaker (mortician)	72	83	44	74.5	87	72.5	86
Railroad conductor	80	75	64	63	79.5	85	61
Dressmaker	74.5	85.5	80	82	77.5	78	84
Clerk in a store	82	85.5	81.5	80.5	83	60	83
Lumberjack	86	76.5	71.5	92.5	83	80.5	82
Barber	79	78.5	85	80.5	75.5	65	78
Traveling salesman	81	84	86	77	77.5	86	85
Machine operator in a factory	87.5	91	87	84	99	87.5	79
Fisherman who owns own boat	93	89	88	83	85	97	89
Farm hand	83	74	83.5	58	70	80.5	95
Milk route man	89	93	90.5	92.5	91	72.5	87
Playground director	92	87.5	90.5	101	99	91.5	96
Owner-operator of lunch stand	94	82	92	97.5	93	94.5	90
Dock worker	99	97	89	85	101.5	94.5	91
Restaurant cook	87.5	87.5	99.5	88.5	96.5	72.5	93
Railroad section hand	96	96	83.5	78.5	88.5	94.5	81
Night watchman	98	90	98	95	91	87.5	88
Taxi driver	84.5	98	95	88.5	91	90	94
Restaurant waiter	90	95	102.5	96	96.5	98	98
Streetcar motorman	91	94	99.5	100	94.5	91.5	92
Filling station attendant	95	101	93.5	92.5	88.5	99.5	99
Coal miner	97	99.5	93.5	90	94.5	99.5	97
Sharecropper (defined)	100	92	96.5	97.5	86	94.5	100
Soda fountain clerk	101	99.5	102.5	102	99	101	101
Janitor	102	104	96.5	99	103	104.5	104
Clothes presser in laundry	103	102	105	104	104	103	103
Garbage collector	104	103	101	103	101.5	104.5	102
Street sweeper	105	105	104	105	105	102	105
Shoe shiner	106	106	106	106	106	106	106
Overall Spearman rho	.975	.969	.951	.936	.941	.947	.974

Table 28 (Continued)

Occupation	Clear Lake	Denison	Huxley-Ballard	Red Oak	Storm Lake	Van Buren-Keosauqua	Williams-burg
Lawyer	1	1	4	1	2	1	1
Physician (doctor of medicine)	2	6	3	4	1	4	9.5
Architect	8	8	2	9	5	2	2
U.S. supreme court justice	6	3	17	10.5	4	9	7
Astronaut	3	13	5	2	9	5.5	6
Airline pilot	7	26	1	13.5	7	13	3
Banker	5	2	7	17	3	8	5
Nuclear physicist	10	12	37	3	6	3	22.5
Psychologist	4	20.5	22	25	11	7	20
Electronics engineer	22	5	14	13.5	8	26.5	21
Scientist	9	4	29	24	12	11	33.5
State governor	13	7	8	7.5	10	19.5	9.5
Dentist	17	23	20	13.5	14	19.5	11.5
Medical technician	21	25	10	10.5	15	10	8
College professor	12	27	42.5	19	19	17	33.5
Biologist	11	9	30	22	13	15.5	17
U.S. representative in congress	20	23	12.5	18	16	14	22.5
Head of dept., state govt.	25	18	32	20	18	18	30.5
Computer programmer	33	31	15	21	17	5.5	13
Chemist	14	11	23	13.5	25.5	15.5	41.5
Member of board of directors	27	20.5	19	5	28	22	28
Cabinet member, federal govt.	16	14	31	29	27	26.5	43
Accountant for large business	26	10	26.5	30.5	21	12	26
Electrician	36.5	16	12.5	26.5	25.5	32	18
Government scientist	19	28	37	6	23	24.5	44.5
Building contractor	24	15	16	23	29	24.5	15
Mayor of a large city	28.5	17	35	7.5	30	37	38
X-ray technician	34.5	19	18	26.5	33	22	15
Registered nurse	31	32	6	30.5	31	30	11.5
Farm owner and operator	15	39	9	16	22	31	4
Diplomat in foreign service	28.5	23	58.5	28	20	28	40
Sociologist	36.5	29	40.5	35	24	22	37
Owner of factory	32	23	34	32	32	42	24.5
Carpenter	40	38	24.5	37.5	44	45	15
Civil engineer	46	41	37	34	35	47	48.5
Economist	43.5	36	65	54	36	29	32
Author of novels	34.5	35	46.5	37.5	46	38	46
County judge	45	46	49.5	49.5	38	48.5	69
Artist displaying pictures	23	33	55	33	49	35	50
Radio announcer	39	57	11	49.5	52.5	35	27

Table 28 (Continued)

Occupation	Clear Lake	Denison	Huxley-Ballard	Red Oak	Storm Lake	Van Buren-Keosauqua	Williams-burg
Policeman	54	37	24.5	62	41	51	39
Official of int'l labor union	50	42	63	44	43	40	54.5
Airline stewardess	38	45	21	41.5	55	39	30.5
Tenant farmer (defined)	43.5	56	26.5	39.5	34	43	19
Insurance agent	52	40	49.5	52	39.5	46	24.5
Owner-operator of printing shop	47	52	66	53	42	48.5	41.5
Manager of small store in city	48	53	46.5	55	58.5	53	35
County agricultural agent	53	51	64	44	50	59	52
Instructor in a public school	41	50	54	58	51	59	68
Public school teacher	42	48	52	61	52.5	61	75
Captain in the regular army	60	55	56.5	47	47	54	64.5
Newspaper columnist	51	69.5	58.5	58	56	51	53
Trained machinist	63	43	39	46	48	55.5	48.5
Reporter on a daily newspaper	58	62	44.5	64.5	54	59	60
Minister (clergyman)	18	34	28	44	37	68	60
Bookkeeper	49	49	56.5	69	60	41	36
Priest	30	54	49.5	36	39.5	77.5	60
Teletype operator	66	59	61	58	64	44	47
Musician in symphony orchestra	61	47	88	39.5	45	35	80
Railroad engineer	64	72.5	62	49.5	62	55.5	56
Secretary	59	44	42.5	58	58.5	62	64.5
Plumber	55	81	60	58	61	77.5	70
Automobile repairman	71	60	33	49.5	63	66	51
Key punch operator	80	74	49.5	70	79	33	63
Practical nurse	65	61	44.5	71.5	66	57	58
Welfare worker for city govt.	57	76	74.5	86	57	63	71.5
Truck driver	82	66	40.5	71.5	80.5	65	44.5
Heating and a.c. installer	69	69.5	67	63	70.5	69	54.5
Cosmetologist (beautician)	69	68	72	67	76	51	76
Local leader of labor union	72	63	82	74.5	65	72.5	78.5
Business machine serviceman	78	71	81	64.5	69	64	62
Television repairman	67	66	68	66	67	67	57
Garage mechanic	84.5	66	53	68	70.5	76	67
Corporal in the regular army	79	77	79	77	77	74	77
Bartender	76	58	76	79	78	82.5	29
Singer in a night club	62	80	69	87	68	81	82
Mail carrier	56	82	71	81	72.5	79.5	73.5
Undertaker (mortician)	88	72.5	85	41.5	72.5	70	86.5
Railroad conductor	83	78.5	70	74.5	84	75	73.5
Dressmaker	74	75	86	76	82	71	88

Table 28 (Continued)

Occupation	Clear Lake	Denison	Huxley-Ballard	Red Oak	Storm Lake	Van Buren-Keosauqua	Williams-burg
Clerk in a store	69	78.5	83	82	83	72.5	84
Lumberjack	75	85	73	73	74	88	71.5
Barber	87	86.5	78	80	80.5	79.5	78.5
Traveling salesman	77	83	87	78	75	82.5	81
Machine operator in factory	91	86.5	74.5	85	85	87	94
Fisherman owning own boat	81	64	77	88	86	84	83
Farm hand	84.5	89	80	84	89.5	89	66
Milk route man	86	92	84	83	88	91	85
Playground director	73	84	91	98	91	92.5	95
Lunch stand owner-operator	90	90	93	92.5	87	85	86.5
Dock worker	94	88	101	89.5	93	90	93
Restaurant cook	89	96	94	89.5	89.5	92.5	91.5
Railroad section hand	96	95	90	94	99	86	96
Night watchman	93	101	89	97	92	99.5	91.5
Taxi driver	92	98.5	95	92.5	96	99.5	90
Restaurant waiter	97	94	96	91	97	95	99
Streetcar motorman	100	93	98	96	98	96	97.5
Filling station attendant	98	100	92	102	95	94	101
Coal miner	99	98.5	99	99	100	98	97.5
Sharecropper (defined)	95	91	97	95	94	101	89
Soda fountain clerk	101	97	102	100	101	97	100
Janitor	102	102	100	101	102	104	105
Clothes presser in laundry	103	103	105	103	103	103	102
Garbage collector	105	104	103	104	104	102	103
Street sweeper	104	105	104	105	105	105	104
Shoe shiner	106	106	106	106	106	106	106
Overall Spearman rho	.963	.967	.924	.960	.983	.969	.929

Table 28 (Continued)

Occupation	Carroll Kuemper	Cedar Rapids Jefferson	Charles City	Lewis Central	Des Moines Lincoln	Dubuque Wahlert	Knoxville	Washington
Lawyer	1	1	2	4	1	2	6	2
Physician	2	2	1	5	2	1	2	1
Architect	8	3	7	2.5	3	5	7	6
U.S. supreme court justice	3	4	4	6	7	3	8	7
Astronaut	5	12	6	1	5	8	4	3
Airline pilot	10	6	5	10	4	17	3	4
Banker	4	8	15	15	9	18	1	10
Nuclear physicist	15	19	8	7	10	4	11	8
Psychologist	7	5	18.5	17.5	6	7	28	11
Electronics engineer	12.5	15	3	8	13.5	9	5	5
Scientist	14	13	9	9	13.5	11	10	12
State governor	9	23	13	14	8	12	23	9
Dentist	19.5	10	16	2.5	12	6	19	22
Medical technician	12.5	14	11	11	16	14	14	20
College professor	6	9	24.5	20	11	19	16.5	13
Biologist	19.5	16	12	12.5	17	16	22	15.5
U.S. representative	16.5	26	22	21	18	10	26.5	17
Head of department	18	20	14	32.5	21	15	13	23.5
Computer programmer	11	7	10	25.5	28	27.5	15	19
Chemist	23	21	17	17.5	20	13	24.5	15.5
Member, bd. of directors	21	11	18.5	12.5	15	22	30	21
Federal cabinet member	22	27	22	28	23	21	18	25.5
Accountant	24	17	20	19	34	23	31	18
Electrician	33	18	27	16	24	29	9	33
Government scientist	28	30	22	22	25.5	20	20	28.5
Building contractor	29	28	26	24	19	25	24.5	25.5
Mayor of a large city	16.5	22	30	27	22	27.5	35	14
X-ray technician	25	24	24.5	23	31	24	21	32
Registered nurse	31	29	29	25.5	27	30	12	28.5
Farm owner-operator	27	42	32	29	36	41	16.5	27
Diplomat	32	25	33	34	33	26	37	23.5
Sociologist	26	31	31	31	37	32.5	26.5	31
Owner of factory	30	33	28	30	39	34	32.5	36.5
Carpenter	39	34	37	36	25.5	39	29	38
Civil engineer	34	41	35	32.5	40	32.5	36	34

Table 28 (Continued)

Occupation	Carroll Kuemper	Cedar Rapids Jefferson	Charles City	Lewis Central	Des Moines Lincoln	Dubuque Wahlert	Knoxville	Washington
Economist	36.5	32	41	39	47	31	59	39
Author of novels	35	37	47	46	39	37	61.5	30
County judge	36.5	39	36	35	32	36	50.5	40
Artist	42	45	48	51	29	40	40	35
Radio announcer	44	46	63	38	35	38	32.5	43
Policeman	49	36	49	41	30	49	38	41
Official of int'l union	43	47	34	37	46	35	50.5	56
Airline stewardess	45	40	46	42	48	47	34	57
Tenant farmer (defined)	40	59	39	62	53	57	39	36.5
Insurance agent	41	58	38	49.5	54	44	44	50
Owner of print shop	51	52	40	52	41	50	55	52
Manager of small store	53	44	51	48	45	54	52.5	45.5
County agricultural agent	47	62	50	43	52	45	43	47.5
Instructor	38	38	54	54.5	49	63	46	51
Public school teacher	46	35	52.5	67	51	61.5	41.5	54.5
Captain in regular army	54	54	43	58	58	46	48.5	42
Newspaper columnist	50	49	67	65	42	42	72	49
Trained machinist	52	50	44	54.5	57	52	61.5	53
Reporter	48	51	74	60	43	43	64	58
Minister (clergyman)	81	60.5	42	47	44	64	46	44
Bookkeeper	59	48	61	44	62.5	53	69.5	45.5
Priest	75	55	45	40	50	65	60	58
Teletype operator	55	57	52.5	53	61	56	46	60
Musician in symphony	57	66	55	45	66	51	65	47.5
Railroad engineer	60	65	57.5	57	60	55	56	66
Secretary	56	53	57.5	59	65	61.5	54	64.5
Plumber	72	64	68.5	61	55	48	48.5	71
Automobile repairman	65	60.5	56	74	74.5	69	57.5	54.5
Key punch operator	58	43	60	49.5	59	74	52.5	69
Practical nurse	63	56	62	63	69	60	57.5	67
Welfare worker for city	61	63	65.5	56	64	58	75	69
Truck driver	76	69	72.5	71	62.5	75	41.5	69
Heating & a/c installer	64	73	72.5	78	72	68	66.5	76
Cosmetologist	67	67	75	68	70	72	69.5	63
Local labor leader	62	72	65.5	64	67	66	73.5	76

Table 28 (Concluded)

Occupation	Carroll Kuemper	Cedar Rapids Jefferson	Charles City	Lewis Central	Des Moines Lincoln	Dubuque Wahlert	Knoxville	Washington
Business machine service	66	74	70	75	76	71	66.5	72
Television repairman	70	82	59	70	79	73	71	81
Garage mechanic	73	76	71	69	74.5	76	63	64.5
Corporal in regular army	69	81	64	73	78	70	68	61
Bartender	71	68	80	81	56	81	79	73
Singer in night club	82	79	85	77	71	67	73.5	62
Mail carrier	77.5	70	78	80	68	79.5	77.5	79
Undertaker (mortician)	68	87	68.5	66	86	59	90	82
Railroad conductor	77.5	83	77	72	77	78	76	78
Dressmaker	83	77.5	83	88	80	77	81	74
Clerk in a store	79	71	79	85	83	84	83.5	76
Lumberjack	86	77.5	84	79	73	82	77.5	85
Barber	80	84	81	76	81	79.5	82	83
Traveling salesman	74	80	82	86.5	85	83	87.5	86
Machine operator	84	75	76	84	88	85	83.5	90
Fisherman owning boat	89	86	86	83	82	87	85	84
Farm hand	85	88	93	86.5	91	92	80	80
Milk route man	92	91	89	91	87	89	89	88
Playground director	93	85	97.5	89	84	86	87.5	89
Owner of lunch stand	87	95	87	92	90	88	96	87
Dock worker	90	90	91	90	89	90	94	92
Restaurant cook	88	96	90	99	92	91	86	91
Railroad section hand	95.5	89	95	82	93	93	91	97
Night watchman	95.5	93	88	93	94	94	99	95.5
Taxi driver	94	98	92	101	95	96	99	93
Restaurant waiter	91	100	94	96	96	97	93	99
Streetcar motorman	98	94	96	94.5	99	95	97	100
Filling station attendant	97	97	100	94.5	97	98	95	95.5
Coal miner	100	92	97.5	97	100	99	92	98
Sharecropper (defined)	99	101	99	98	98	102	99	94
Soda fountain clerk	101	99	101	102	101	103	102	101
Janitor	103	102	102	103	102	101	104	102
Clothes presser	102	103	103	100	103	104	103	103
Garbage collector	104	104	104	104	104	100	101	104
Street sweeper	105	105	105	105	105	105	105	105
Shoe shiner	106	106	106	106	106	106	106	106
Overall Spearman rho	.985	.980	.981	.980	.985	.983	.967	.985

IMPLICATIONS AND FUTURE EXPECTATIONS

The 1976 Iowa study was devoted to a single area of vocational psychology -- occupational prestige, which is a major factor in the choices people make of the work they hope to do. It may be that a major impact of the prestige people assign to various occupations is a negative one. In other words, if a job has low prestige, it is often rejected as a possible vocational choice regardless of aptitudes, interests, and opportunities.

The 1976 Iowa study revealed a narrowing of the range of semantic differentiation in the ratings of occupations by high school seniors. Perhaps it is true that in the 1970's students are saying that being a doctor isn't all that much better than being a carpenter, that a dentist doesn't really have that much more "prestige" than an electrician. If this is true, young Iowans would appear to be assigning more and more value to a greater variety of types of work.

Prestige, or the manner in which an occupation is regarded, is an important factor in occupational choice. The 1976 Iowa study pointed to a number of occupations with sharply declining prestige. Perhaps represenatives of these occupations will seek to learn the reasons behind the decline and take steps to bolster their prestige.

The 1976 Iowa study offered a vast amount of statistical information which can be used as a basis for further research. Much remains to be withdrawn from the data. Future researchers will be able to make greater use of computer technology than was made by the current study. Development of sophisticated desk computers has made it possible to apply statistical tests of significance that were impossible to apply in

earlier studies and these tests have made it possible to reduce the tentative nature of research conclusions. Perhaps a longitudinal study of occupational prestige could be undertaken here in Iowa, or even nationally, to keep shifts in prestige, blendings of semantic differentiations, and stability indices under observation.

The movement toward "open" classrooms and the emphasis being placed on including town and country in the educational process is encouraging. By this process schools are not narrowly limiting themselves to offering instruction and training solely by those who meet the pedagogical certification requirements of the state. It is a harsh, and often untrue, criticism that "those who can, do, and those who can't, teach." There may be enough truth to the criticism, however, to warrant examination of the charge and to seek directions of possible change.

The writer of the 1976 Iowa study, as a personal example, was told that he could not receive certification as a journalism teacher in the public schools of Iowa unless he took a subject matter course and a methods course. This despite his endorsement as a teacher in numerous other academic areas (which indicates he ought to be qualified as a teacher) and despite his successful 15 years as a writer, photographer, linotype operator, editor, and publisher for two of Iowa's largest weekly newspapers (which ought to indicate that he can perform). By encouraging newspapermen, lawyers, nurses, saleswomen, doctors, plumbers, carpenters, garbage collectors, farmers, and representatives of other occupations to enter the schools as catalysts in the training of young people, classrooms are being made more "open." By encouraging young people to leave the confines of the school buildings and actually see the world of work in operation, a sense of realism is almost certain to result.

The extension of the movement toward open classrooms, the rapidly expanding concept of work-study, also is encouraging to those who support the premise that school should be more realistic in providing vocational training. Work-study is essentially an "internship" in a protective environment, an opportunity for vocational experimentation. It makes high school training more vocationally practical for those who definitely will not be pursuing a formal college career. The 1976 Iowa study indicated that such a step is needed, and also implied a considerable endorsement of the area vocational school and community college concept. Many of the occupations with increasing occupational prestige are those for which necessary training can be acquired at these rapidly developing area schools.

Another implication of the current study may provide impetus to future examination. It appears that familiarity with an occupation often enhances its prestige; that the more people know about a job, the better the job rates on a prestige scale. The guidance link is obvious: increasing the awareness of students about an occupation may in turn increase the prestige of the occupation. If the prestige is increased, the occupation can become more attractive as a vocational choice. This,of course,begs the question: where on an occupational prestige scale does an occupation become a viable choice for a would-be worker? Can this be determined? The reverse could, of course, be true for some occupations. The more people know about a job, the poorer the job could rate on a prestige scale. Yet if students can truly be convinced of the dignity and worth of nearly all forms of work, this need not occur.

One of the findings of the 1976 study has particular interest for the writer. This is the marked increase in the prestige of lawyer over

the past half century. The high prestige of the legal profession may offer solid proof of the first hypothesis of this study. The profession now requires (which it did not in 1925 when Counts pioneered prestige studies) a very high degree of educational training; it offers vastly higher than average monetary rewards; it utilizes brain power almost exclusively; and it can offer a sizeable degree of service to others.

Another question that seems to offer intriguing future research possibilities is that raised by Tuckman (page 27 of this study). Would there be significant shifts in the prestige hierarchy if job descriptions were added to the job titles under consideration?

Adding to the validity of the 1976 Iowa study are the repeated references in the literature to the stability of occupational prestige ratings regardless of age, sex, occupation, and geographical considerations. Would a survey of middle-aged adults in Iowa correlate highly with the 1976 study, and in turn, with earlier national surveys?

Applicability to the public welfare, specialized training, high pay, service to humanity, and much preparation for entrance into the field seem to be aspects of prestige that attract young people to particular occupations. But if this is true, what accounts for the sharp decline in the prestige of pastoral occupations such as minister and priest, or the rise in prestige of skilled manual labor?

Despite the sharp decrease in both the number of farms and the number of farmers over the past half century, farm occupations have risen sharply in the prestige hierarchy. Farming takes skill and much capital. The average value per acre of Iowa farm land has risen 238 percent in the past decade, and costs of farm machinery and farm operations have nearly

kept pace. "Iowa farmland values went up a record $233 per acre during the 12 months ending Nov. 1, 1975 . . . to a new high of $989, more than twice what it was just three years ago."[1]

Has the development of television as a medium of mass communication increased the publicity about government officials, publicity that has in turn contributed to the relative decline in the prestige of this occupational category? Watergate's numbing effect upon how Americans look at governmental jobs is probably reflected in the results of the 1976 Iowa study. Distrust of and disgust with government at all levels have been reported by numerous public opinion pollsters in the past three years. Lawyers, of course, were widely implicated in the Watergate scandals, but not as lawyers, rather as politicians. To most young Iowans, lawyers are familiar people, well known in the local communities, often well liked, and frequently leaders in the community.

Young women would appear to know more about nursing professions than do young men; young men would normally know more about occupations such as airline pilot and carpenter; rural students would be better acquainted than urban students with the actual work of farm workers; urban students would be expected to know more about protective service workers (night watchman and policeman, for example) than rural students. Does this add credence to a tentative conclusion of the 1976 Iowa study that knowledge about an occupation often increases the prestige of that occupation? Analysis of the male-female and rural-urban prestige ranking breakdowns in this study would indicate that such is indeed the case.

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[1]Cooperative Extension Serivce, 1975 Iowa Land Value Survey (Ames, Iowa: Iowa State University, 1976).

It would seem that being a "well-rounded person" (the traditional and apparent goal of many aspects of American education) is not enough in these days of technological explosion. It is also necessary to be able to "do" something. A well-read, personable young woman with a college degree in psychology labors under a sizeable handicap if she is forced, because of economic necessity, to become a sales management trainee. The goal should not be to fit round pegs into round holes, square pegs into square holes, but rather to make vocational choice a matter of balancing aptitudes, abilities, interests, and opportunities. The more that students can be made aware of realities in the world of work, the more happy, realistic, and rational their vocational choices can become.

Guidance counselors and counselor educators, by knowing the opinions of their students, can help increase the likelihood that these opinions are based on fact and not on fancy. Open classrooms and giving students a chance to get out of the schools and into the surrounding community are steps in the direction of realism and rationality. So, too, is knowledge of the prestige students assign, fancifully or realistically, to various occupations. Use of the appendixes of the 1976 Iowa study should make it possible for any counselor to determine the opinions of students and to make accurate comparisons with this and earlier studies.

The world of work is a fascinating area of study. It has occupied the attention of men and women interested in answers to the many questions that can be raised about why people choose the work they do. Occupational prestige is a prime factor in choice-making, and it warrants continued research.

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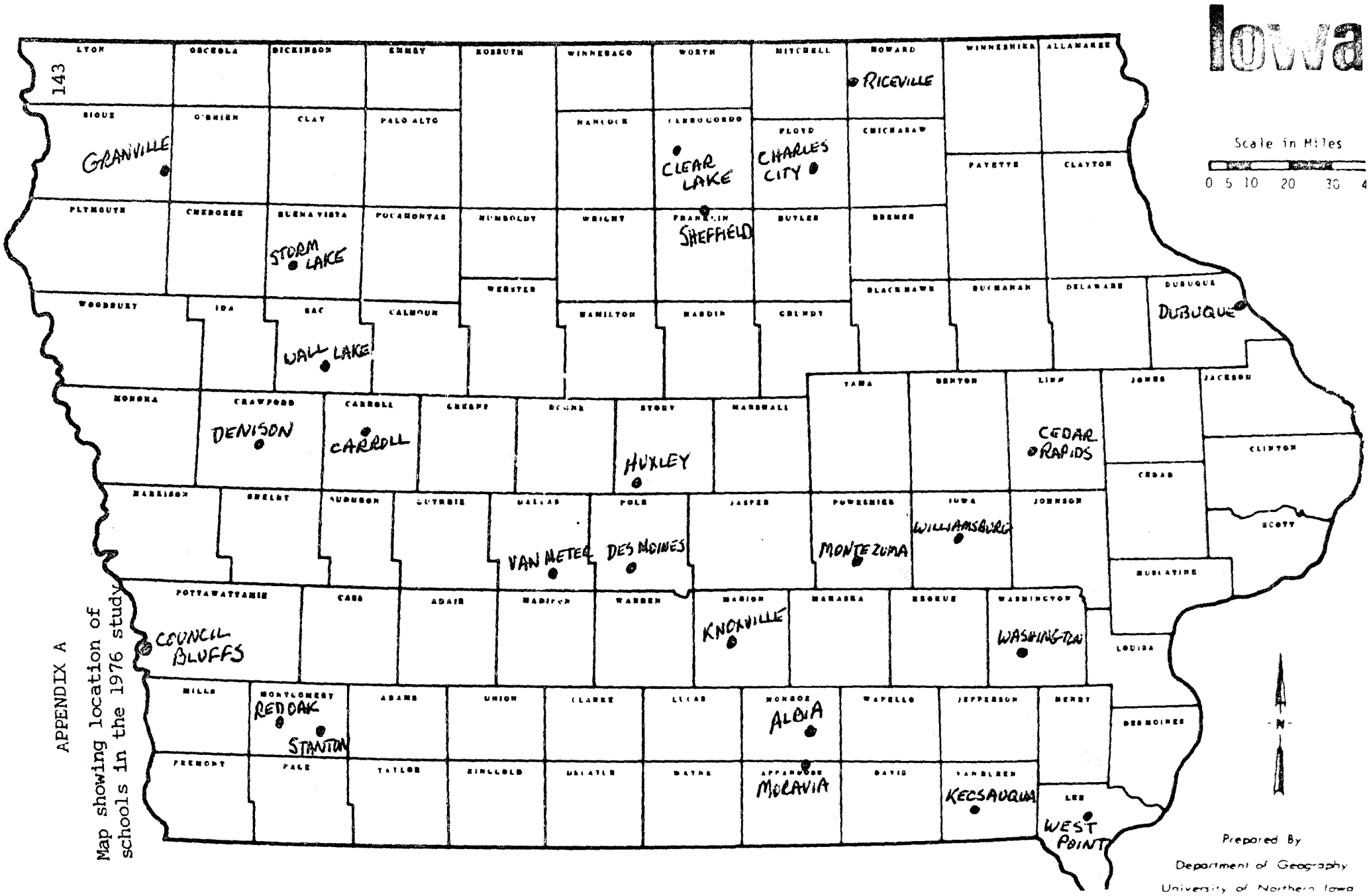
APPENDIXES

APPENDIX A

Map showing location of schools in the 1976 study



APPENDIX B

INITIAL LETTER TO SCHOOLS RANDOMLY SELECTED

Dear _____:

We need your help.

We are conducting a statewide survey trying to determine the opinion Iowa high school seniors hold of 106 different occupations. _____ high school was selected randomly as one of the three schools representing _____ Iowa. The others are _____ and _____.

Knowing that nearly every Iowa high school senior is required to take a government or problems course, we decided to ask the principals in the selected high schools for help.

Here is what we propose to do: we would send you as many of the enclosed Iowa High School Senior Occupational Prestige survey forms as you indicate are necessary to cover the entire senior class at _____ high school. Inserted in these survey forms would be IBM 509 forms to serve as answer sheets. You would then use part of one government or problems class period (all sections) to ask each senior to respond to the survey. A previous study in 1970 indicates that the survey takes only 20 minutes for even the most meticulous student to complete.

Note that the survey is anonymous, and that there are two personal questions to answer on the IBM 509 form (items 149 and 150).

When the survey is completed, we would send you a copy of the results, comparing _____ high school with other high schools of comparable size throughout the state, with all of the high schools in the state, with the 1970 study, and with the 1947 North-Hatt (NORC) national survey.

These forms will be shipped to you without cost and we will reimburse you for the cost of returning the forms to us.

Will you kindly return the enclosed postage paid card to me, indicating whether or not you can help us with this project, and if so, how many of the survey forms you will need? Your cooperation will be deeply appreciated.

Sincerely,

APPENDIX C

RETURN POSTAL CARD ACCOMPANYING INITIAL LETTER

Dear Mr. Baty:

____ We will be happy to participate in the Iowa High School Occupational Prestige Survey.

____ Sorry, _____ High School is unable to participate in the survey.

We will need _____ survey forms (folder and IBM 509) to cover the entire senior class at _____.
Please address the materials to:

My telephone number is:

_____

_____

_____

_____

APPENDIX D

FOLLOW-UP LETTER TO PARTICIPATING SCHOOLS

Dear Colleague:

Thank you for helping us with the occupational prestige survey. We believe you will be highly interested in the results, and it will certainly give you an up-to-date idea of how your seniors view many of the more common occupations in the world of work.

We have shipped ___ forms to you, a surplus of approximately 5 percent above the amount you specified when you returned the acknowledging postal.

The survey includes five different forms (A,B,C,D and E) and your package of forms is sorted in alternating order. This will increase the validity of responses and it is hoped you will distribute the forms to your students, insofar as possible, in the order in which they are packaged.

We have kept a record of the cost of shipment to you, and this will be the basis of repayment to you for the cost of returning the survey. Please mark the outside of the package - SPECIAL EDUCATIONAL RATE -- OBJECTIVE TEST MATERIALS. Shipping labels are also included with this sheet.

Here are the steps we suggest you follow in conducting the survey:

1. Let the students know what they are about to do. Perhaps you could say: YOU ARE BEING ASKED TODAY TO TAKE PART IN A STATEWIDE SURVEY CONCERNING THE OPINIONS YOU HAVE OF 106 DIFFERENT OCCUPATIONS. OUR HIGH SCHOOL IS ONE OF THREE REPRESENTING _____. THE RESEARCHERS WANT YOUR OPINION, NOT THE OPINION OF YOUR PARENTS, FRIENDS, OR TEACHERS.

2. Pass out the forms and please make sure the students have No. 2 lead pencils (or other soft lead pencils). Ink will destroy the usefulness of any response.

3. Please read the instructions aloud to the students (the material on the front page of the printed folder).

4. Before collecting forms and answer sheets, please make sure the students have filled in item 149 (sex) and item 150 (residence) on the IBM 509 form. They are to indicate either male or female, rural or urban.

5. There is no need for the students to fill in any identifying information at the top of the IBM 509 form.

If you have any questions, please contact me as soon as possible. My office phone is 319/273-6253, and my home address is 1020 East Main, Osage, Iowa 50461 (area code 515, 732-5332). Again, our thanks for assisting in this survey. If there is any special information you would like, let me know. I will send you a complete list of schools taking part in this project after shipment of forms has been completed.

Best regards,

APPENDIX E

1976 IOWA STUDY QUESTIONNAIRE

IOWA HIGH SCHOOL SENIOR OCCUPATIONAL PRESTIGE SURVEY

We deeply appreciate your help in giving your opinion of a number of occupations. This is a statewide survey and your class and school will be informed of the results. Opinions will be tabulated in the research bureau at the University of Northern Iowa at Cedar Falls and will be part of an effort to determine how young adults view prospective employment opportunities.

You will need a soft lead pencil (no. 2 or similar) to record your opinions on the IBM Form 509 which you received with this folder. Your answers will be on an anonymous basis, but we would like you to let us know whether you are a man or a woman and whether you consider your home a rural residence or an urban one.

DIRECTIONS: For each job mentioned, please pick out the statement that best gives **your own personal** opinion of the general standing that such a job has.

1. Excellent
2. Good
3. Average
4. Somewhat below average
5. Poor

EXAMPLE: If you were judging the general standing of the job **railroad brakeman**, you might believe it to have an **average** standing as a job. You would then fill in the space under column three opposite the number corresponding to railroad brakeman. Please try to keep your marks within the indicated lines because we want your opinions recorded as accurately as possible. If you are not sure about the job, please leave the item blank.

IMPORTANT: For item no. 149, if you are a man, please fill in the space under number 1. If you are a woman, fill in the space under number 2. On item 150, if you are a rural resident, please fill in under number 1, and if you are an urban resident, please fill in under number 2. Items 107 - 148 inclusive will thus be left blank.

FORM E

1. Railroad conductor
2. Carpenter
3. Member of board of directors of a large corporation
4. Electronics engineer
5. Banker
6. Physician (doctor of medicine)
7. Author of novels
8. Airline pilot
9. Automobile repairman
10. Undertaker (mortician)
11. Corporal in the regular army
12. Janitor
13. Bookkeeper
14. Clothes presser in a laundry
15. Airline stewardess
16. Electrician
17. Barber
18. Official of an international labor union
19. Bartender
20. Tenant farmer—one who owns livestock and machinery and who manages the farm
21. Mail carrier
22. Cosmetologist (beautician)
23. Psychologist
24. Lawyer
25. Owner-operator of a printing shop
26. Farm owner and operator
27. Reporter on a daily newspaper
28. Secretary
29. Instructor in the public schools
30. Filling station attendant
31. Astronaut
32. Dock worker
33. Television repairman
34. Owner of a factory that employs about 100 people
35. Medical technician
36. Civil engineer
37. Plumber
38. Priest
39. Heating and air conditioning installer
40. Insurance agent
41. Dentist
42. Government scientist
43. Musician in a symphony orchestra
44. Owner-operator of a lunch stand
45. Radio announcer
46. Street sweeper
47. Restaurant cook
48. Chemist
49. Taxi driver
50. Machine operator in a factory
51. Welfare worker for a city government
52. Building contractor
53. Head of department in a state government
54. Playground director
55. U. S. supreme court justice
56. Soda fountain clerk
57. Milk route man
58. Newspaper columnist
59. Economist
60. Manager of a small store in a city
61. Biologist
62. Key punch operator
63. Business machine serviceman
64. Computer programmer
65. County judge
66. Nuclear physicist
67. County agricultural agent
68. Night watchman
69. Sociologist
70. Artist who paints pictures that are exhibited in galleries
71. Minister (clergyman)
72. Scientist
73. Traveling salesman for a wholesale concern
74. Farm hand
75. Accountant for a large business
76. Cabinet member in the federal government
77. Railroad section hand
78. Clerk in a store
79. Mayor of a large city
80. Truck driver
81. Practical (not registered) nurse
82. X-ray technician
83. Dressmaker
84. Diplomat in the foreign service
85. Architect
86. Singer in a nightclub
87. Garage mechanic
88. Captain in the regular army
89. Coal miner
90. Lumberjack
91. Streetcar motorman
92. Trained machinist
93. Garbage collector
94. Railroad engineer
95. State governor
96. Restaurant waiter
97. Shoe shiner
98. U. S. representative in Congress
99. Policeman
100. Registered nurse
101. Public school teacher
102. Local official of a labor union
103. Fisherman who owns his own boat
104. Teletype operator
105. College professor
106. Sharecropper—one who owns no livestock or equipment and does not manage the farm

APPENDIX F

Table 29

Classification of 106 Occupations by Type of Job*

GOVERNMENT OFFICIALS
- Cabinet member in the federal government
- County judge
- Diplomat in the foreign service
- Head of a department in a state government
- Mayor of a large city
- State governor
- United States representative in congress
- United States supreme court justice

PROFESSIONAL AND SEMI-PROFESSIONAL
- Airline pilot
- +Airline stewardess
- Architect
- Artist who paints pictures that are displayed in galleries
- +Astronaut
- Author of novels
- Biologist
- Chemist
- Civil engineer
- College professor
- +Computer programmer
- County agricultural agent
- Dentist
- Economist
- +Electronics engineer
- Government scientist
- Instructor in a public school
- Lawyer
- +Medical technician
- Minister (clergyman)
- Musician in a symphony orchestra
- Newspaper columnist
- Nuclear Physicist
- Physician (doctor of medicine)
- ++Practical (not registered) nurse
- Playground director
- Priest
- Psychologist
- Public school teacher
- Radio announcer
- ++Registered nurse
- Reporter on a daily newspaper

Table 29 (Continued)

Scientist
Singer in a night club
Sociologist
Undertaker (mortician)
Welfare worker for a city government
+X-ray technician
PROPRIETORS, MANAGERS AND OFFICIALS, EXCEPT FARM
Banker
Building contractor
Captain in the regular army
Local official of a labor union
Manager of a small store in a city
Member of the board of directors of a large corporation
Official of an international labor union
Owner of a factory employing about 100 persons
Owner-operator of a lunch stand
Owner-operator of a printing shop
Railroad conductor
CLERICAL, SALES AND KINDRED WORKERS
Accountant for a large business
Bookkeeper
Clerk in a store
Insurance agent
Mail carrier
+Secretary
Traveling salesman for a wholesale concern
CRAFTSMEN, FOREMEN AND KINDRED WORKERS
Automobile repairman
+Business machine serviceman
Carpenter
+Dressmaker
Electrician
Garage mechanic
+Heating and air conditioning installer
Plumber
Railroad engineer
+Television repairman
Trained machinist
FARMERS AND FARM WORKERS
Farm hand
Farm owner and operator
Sharecropper (defined)
Tenant farmer (defined)

Table 29 (Concluded)

PROTECTIVE SERVICE WORKERS
- Corporal in the regular army
- Night watchman
- Policeman

OPERATIVES AND KINDRED WORKERS
- Clothes presser in a laundry
- Coal miner
- Filling station attendant
- +Key punch operator
- Machine operator in a factory
- Milk route man
- Streetcar motorman
- Taxi driver
- +Teletype operator
- Truck driver

SERVICE WORKERS, EXCEPT DOMESTIC AND PROTECTIVE
- Barber
- Bartender
- +Cosmetologist (beautician)
- Janitor
- Restaurant cook
- Restaurant waiter
- Shoe shiner
- Soda fountain clerk

LABORERS, EXCEPT FARM
- Dock worker
- Fisherman who owns his own boat
- Garbage collector
- Lumberjack
- Railroad section hand
- Street sweeper

* Adapted for the 1976 Iowa Study from the original analysis of classification made by Anne Roe in The Psychology of Occupations, revised edition, 1956

+ Occupations added by Blake in 1963.
++Occupations added in the pilot study and used in the 1976 Iowa Study

APPENDIX G

Table 30

The Counts' List of Occupations and
32 Related Jobs from the 1976 Iowa Study

Counts' List of Occupations	1976 IOWA STUDY OCCUPATIONS
Army captain (United States Army)	CAPTAIN IN THE REGULAR ARMY
Automobile manufacturer (owner of a factory)	OWNER OF A FACTORY EMPLOYING ABOUT 100 PERSONS
Banker (part owner and director of a bank of moderate size)	BANKER
Barber (does not own shop in which he works)	BARBER
Blacksmith (does not own shop in which he works)	
Carpenter (works for building contractor)	CARPENTER
Chauffeur (runs automobile)	
Bookkeeper (works in office)	BOOKKEEPER
Civil engineer (designs and directs construction of bridges, tunnels, etc.)	CIVIL ENGINEER
Clergyman (minister, pastor, preacher or priest)	MINISTER (Clergyman)
Coal miner (drills, blasts and digs coal in mine)	COAL MINER
College professor (teaches in college or university)	COLLEGE PROFESSOR
Ditch digger (works with pick and shovel)	
Electrician (wires houses for electricity)	ELECTRICIAN
Elementary school teacher (teaches in city school system)	PUBLIC SCHOOL TEACHER
Dry Goods merchant (owns dry goods store of moderate size)	
Factory manager (manages but does not own garment factory)	
Factory operative (runs sewing machine in garment factory)	MACHINE OPERATOR IN A FACTORY
Farmer (owns and works farm of 160 acres)	FARM OWNER AND OPERATOR
Foreign missionary (working in India)	
Grocer (owns grocery store of moderate size)	

Table 30 (Concluded)

Counts' List of Occupations	1976 IOWA STUDY OCCUPATIONS
High school teacher (teaches in city high school)	INSTRUCTOR IN A PUBLIC SCHOOL
Hod carrier (carries bricks, mortar and stone in house building)	
Insurance agent (sells life insurance)	INSURANCE AGENT
Janitor (looks after private residence)	JANITOR
Lawyer (practices law in courts)	LAWYER
Locomotive engineer (runs engine on train)	RAILROAD ENGINEER
Machinist (highly skilled in making and repairing machines)	TRAINED MACHINIST
Mail carrier (delivers U.S. mail)	MAIL CARRIER
Man of leisure (has income from fortune made by grandfather)	
Motorman (runs motor on streetcar)	STREETCAR MOTORMAN
Physician (practices medicine)	PHYSICIAN (doctor of medicine)
Plumber (fits and repairs gas and water pipes, bath fixtures)	PLUMBER
Policeman (keeps order and enforces the law)	POLICEMAN
Railroad conductor (in charge of passenger train)	RAILROAD CONDUCTOR
Rural school teacher (teaches 20 pupils in one-room rural school)	
Salesman (in men's furnishing goods store)	CLERK IN A STORE
Soldier (private in U.S. army)	CORPORAL IN THE REGULAR ARMY
Street cleaner (cleans city streets)	STREET SWEEPER
Superintendent of schools (in city of 50,000 inhabitants)	
Tailor (makes men's garments but does not own shop)	
Teamster (drives horses)	TRUCK DRIVER
Traveling salesman (represents wholesale drug company)	TRAVELING SALESMAN FOR A WHOLESALE CONCERN
Typesetter (sets up type for printing newspaper)	
Waiter (takes and fills orders of guests in restaurant)	RESTAURANT WAITER

Adapted from George S. Counts' 1925 study of occupational prestige

APPENDIX H

NUMERICAL FINDINGS OF THE 1968 PILOT STUDY

Table 31 presents the 1968 Occupational Prestige Scale, listing the mean score achieved by each of the 104 different occupations, and the ranking of each occupation. Table 32 gives the rating (mean score) and ranking by boys and girls for the same 104 occupations. The survey was conducted among senior high school students in New Hartford (Butler county) and Osage (Mitchell county).

Table 31

The 1968 Occupational Prestige Scale

Occupation	Mean score	Rank
College professor	4.635	1
Government scientist	4.630	2
Nuclear physicist	4.589	3
Scientist	4.556	4
United States representative in congress	4.542	5
Astronaut	4.541	6.5
Lawyer	4.541	6.5
United States supreme court justice	4.528	8
Cabinet member in the federal government	4.507	9
Head of a department in a state government	4.500	10
State governor	4.479	11
Physician (doctor of medicine)	4.446	12
Architect	4.419	13
Diplomat in the U.S. foreign service	4.403	14
Electronics engineer	4.392	15
Chemist	4.389	16
Medical technician	4.361	17
Member of the board of directors of large corporation	4.356	18
Dentist	4.329	19
Airline pilot	4.324	20
Biologist	4.297	21
Psychologist	4.284	22
X-ray technician	4.230	23
Banker	4.162	24
Mayor of a large city	4.153	25

Table 31 (Continued)

Occupation	Mean score	Rank
Sociologist	4.111	26
Building contractor	4.041	27
Accountant for a large business	4.028	28
Electrician	4.000	29
Author of novels	3.959	30
Artist who paints pictures exhibited in galleries	3.945	31
Civil engineer	3.887	32
Economist	3.884	33
Captain in the regular army	3.836	34
Airline stewardess	3.833	35
Owner of factory that employs about 100 people	3.824	36
Computer programmer	3.817	37
Official of an international labor union	3.795	38
Trained machinist	3.716	39
Priest	3.700	40
Musician in a symphony orchestra	3.689	41
Insurance agent	3.662	42
Cosmetologist	3.657	43
Minister (clergyman)	3.648	44
Public school teacher	3.635	45
Radio announcer	3.608	46
Newspaper columnist	3.606	47
Teletype operator	3.600	48
Welfare worker for a city government	3.589	49
County judge	3.581	50
Farm owner and operator	3.548	51
Instructor in a public school	3.541	52
County agricultural agent	3.527	53
Policeman	3.473	54
Bookkeeper	3.459	55
Owner-operator of a printing shop	3.411	56
Carpenter	3.405	57
Key punch operator	3.403	58
Secretary	3.375	59
Local official of a labor union	3.356	60
Reporter for a daily newspaper	3.301	61
Business machine serviceman	3.297	62.5
Tenant farmer (defined)	3.297	62.5
Corporal in the regular army	3.282	64
Dressmaker	3.222	65

Table 31 (Concluded)

Occupation	Mean Score	Rank
Automobile repairman	3.219	66.5
Railroad engineer	3.219	66.5
Undertaker (mortician)	3.197	68
Manager of a small store in a large city	3.176	69
Barber	3.164	70
Garage mechanic	3.055	71
Television repairman	3.041	72
Singer in a night club	3.014	74
Machine operator in a factory	3.014	74
Heating and air conditioning installer	3.014	74
Plumber	2.986	76
Mail carrier	2.878	77
Clerk in a store	2.877	78
Traveling salesman for a wholesale concern	2.863	79
Railroad conductor	2.833	80
Restaurant cook	2.703	81.5
Truck driver	2.703	81.5
Owner-operator of a lunch stand	2.581	83
Bartender	2.500	84
Restaurant waiter	2.438	85
Fisherman who owns his own boat	2.431	86
Milk route man	2.419	87
Playground director	2.403	88
Lumberjack	2.387	89
Railroad section hand	2.342	90
Taxi driver	2.324	91
Filling station attendant	2.297	92
Streetcar motorman	2.278	93
Farm hand	2.216	94
Sharecropper (defined)	2.169	95
Clothes presser in a laundry	2.164	96
Night watchman	2.122	97
Janitor	2.083	98
Coal miner	2.027	99.5
Soda fountain clerk	2.027	99.5
Dock worker	2.000	101
Garbage collector	1.730	102
Street sweeper	1.493	103
Shoe shiner	1.292	104

Table 32

The 1968 Occupational Prestige Scale
Boys and Girls Ratings and Rankings

Occupation	Boys Rating	Girls Rating	Boys Rank	Girls Rank
College professor	4.375	4.833	4	1.5
Government scientist	4.452	4.762	1	5
Nuclear physicist	4.387	4.738	2.5	7
Scientist	4.387	4.683	2.5	12
United States representative in congress	4.333	4.690	7	10
Astronaut	4.344	4.690	6	10
Lawyer	4.156	4.833	15	1.5
United States supreme court justice	4.194	4.780	13	3
Cabinet member in the federal government	4.161	4.762	14	5
Head of department in a state government	4.233	4.690	11	10
State governor	4.355	4.571	5	13.5
Physician (doctor of medicine)	4.031	4.762	21	5
Architect	4.281	4.524	9.5	16.5
Diplomat in U.S. foreign service	3.968	4.732	24	8
Electronics engineer	4.313	4.452	8	21
Chemist	4.133	4.571	16.5	13.5
Medical technician	4.133	4.524	16.5	16.5
Member of board of directors, large corp.	4.226	4.452	12	21
Dentist	4.032	4.548	20	15
Airline pilot	4.281	4.357	9.5	25
Biologist	4.063	4.476	18	19
Psychologist	4.000	4.500	22	18
X-ray technician	3.938	4.452	25	21
Banker	3.969	4.310	23	26
Mayor of a large city	4.033	4.238	19	27
Sociologist	3.774	4.366	32.5	24
Building contractor	3.844	4.190	29	28
Accountant for a large business	3.906	4.125	26.5	31.5
Electrician	3.844	4.119	29	33
Author of novels	3.406	4.390	47	23
Artist who paints pictures for galleries	3.688	4.146	37	29.5
Civil engineer	3.733	4.000	35	35.5
Economist	3.690	4.025	36	34
Captain in the regular army	3.844	3.829	29	42
Airline stewardess	3.621	3.977	39	37

Table 32 (Continued)

Occupation	Boys Rating	Girls Rating	Boys Rank	Girls Rank
Owner of factory employing about 100 persons	3.906	3.762	26.5	44.5
Computer programmer	3.774	3.850	32.5	40
Official of an international labor union	3.548	3.976	41	38
Trained machinist	3.813	3.643	31	51
Priest	3.133	4.125	67	31.5
Musician in a symphony orchestra	3.321	4.000	53	35.5
Insurance agent	3.531	3.762	42.5	44.5
Cosmetologist (beautician)	3.429	3.810	46	43
Minister (clergyman)	3.233	3.951	60	39
Public school teacher	3.375	3.833	49.5	41
Radio announcer	3.750	3.500	34	57
Newspaper columnist	3.433	3.732	45	49
Teletype operator	3.679	3.548	38	54.5
Welfare worker for a city government	2.875	4.146	77	29.5
County judge	3.375	3.738	49.5	47.5
Farm owner and operator	3.581	3.524	40	56
Instructor in a public school	3.258	3.744	57	46
County agricultural agent	3.300	3.690	54	50
Policeman	3.125	3.738	68	47.5
Bookkeeper	3.250	3.619	58	52
Owner-operator of a printing shop	3.323	3.476	52	59
Carpenter	3.531	3.310	42.5	63
Key punch operator	3.200	3.548	61.5	54.5
Secretary	3.065	3.610	71	53
Local official of a labor union	3.188	3.488	64	58
Reporter for a daily newspaper	3.188	3.390	64	61
Business machine serviceman	3.438	3.190	44	69
Tenant farmer (defined)	3.344	3.262	51	65
Corporal in the regular army	3.033	3.475	73.5	60
Dressmaker	3.033	3.357	73.5	62
Automobile repairman	3.387	3.095	48	70
Railroad engineer	3.242	3.200	59	68
Undertaker (mortician)	3.097	3.275	69	64
Manager of a small store in a city	3.065	3.256	71	66
Barber	3.065	3.238	71	67
Garage mechanic	3.281	2.878	55	77
Television repairman	3.188	2.929	64	75
Singer in a night club	2.935	3.073	76	71
Machine operator in a factory	3.200	2.881	61.5	76
Heating and air conditioning installer	3.273	2.800	56	79

Table 32 (Concluded)

Occupation	Boys Rating	Girls Rating	Boys Rank	Girls Rank
Plumber	3.161	2.860	66	78
Mail carrier	2.750	2.976	81	72.5
Clerk in a store	2.742	2.976	82.5	72.5
Traveling salesman for a wholesale concern	2.742	2.952	82.5	74
Railroad conductor	2.938	2.750	75	80
Restaurant cook	2.781	2.643	79.5	82
Truck driver	2.813	2.619	78	83.5
Owner-operator of a lunch stand	2.531	2.619	87	83.5
Bartender	2.688	2.357	84	87
Restaurant waiter	2.464	2.405	88	86
Fisherman who owns his own boat	2.781	2.150	79.5	95
Milk route man	2.406	2.429	90	85
Playground director	2.094	2.650	98	81
Lumberjack	2.594	2.220	85	91
Railroad section hand	2.548	2.190	86	93.5
Taxi driver	2.344	2.310	92	88
Filling station attendant	2.438	2.190	89	93.5
Streetcar motorman	2.250	2.300	94.5	89
Farm hand	2.219	2.214	96	92
Sharecropper (defined)	2.367	2.024	91	99
Clothes presser in a laundry	2.063	2.244	99	90
Night watchman	2.250	2.024	94.5	99
Janitor	2.100	2.071	97	97
Coal miner	1.906	2.122	101	96
Soda fountain clerk	2.031	2.024	100	99
Dock worker	2.258	1.805	93	101
Garbage collector	1.781	1.690	102	102
Street sweeper	1.469	1.512	103	103
Shoe shiner	1.281	1.300	104	104

APPENDIX I

Table 33

The 1970 Iowa Study
(106 Occupations)
Rankings and Mean Scores

Occupation	Rank	Mean Score
Physician (doctor of medicine)	1	4.4654
Astronaut	2	4.4309
Lawyer	3	4.3837
Nuclear physicist	4	4.3615
United States supreme court justice	5	4.3379
Scientist	6	4.2470
College professor	7	4.2363
State governor	8	4.2247
Architect	9	4.1920
United States representative in congress	10	4.1904
Cabinet member in the federal government	11	4.1782
Chemist	12	4.1698
Psychologist	13	4.1187
Airline pilot	14	4.1179
Electronics engineer	15	4.1021
Dentist	16	4.0882
Government scientist	17	4.0642
Head of a department in a state government	18	3.9880
Biologist	19	3.9708
Medical technician	20	3.9690
Diplomat in the foreign service	21	3.9677
Mayor of a large city	22	3.9523
Member of the board of directors of a large corporation	23	3.9395
Banker	24	3.9390
X-ray technician	25	3.8767
Building contractor	26	3.8292
Computer programmer	27	3.8207
Sociologist	28	3.7773
Registered nurse	29	3.7752
Author of novels	30	3.7695

Table 33 (Continued)

Occupation	Rank	Mean Score
Accountant for a large business	31	3.7423
Civil engineer	32	3.7347
Owner of a factory that employs about 100 people	33	3.7080
Electrician	34	3.6293
Artist who paints pictures that are exhibited in galleries	35	3.6034
County judge	36	3.5617
Minister (clergyman)	37	3.5509
Economist	38	3.5338
Priest	39	3.5093
Public school teacher	40	3.4904
Airline stewardess	41	3.4897
Official of an international labor union	42	3.4843
Captain in the regular army	43	3.4703
Instructor in a public school	44	3.4551
Radio announcer	45	3.4374
Farm owner and operator	46	3.4264
Insurance agent	47	3.3620
Carpenter	48	3.3549
Trained machinist	49	3.3471
Owner-operator of a printing shop	50	3.3453
Newspaper columnist	51	3.3410
Policeman	52	3.3381
Musician in a symphony orchestra	53	3.3291
Secretary	54	3.3186
Reporter on a daily newspaper	55	3.2662
Teletype operator	56	3.2540
County agricultural agent	57	3.2532
Bookkeeper	58	3.2481
Welfare worker for a city government	59	3.2387
Cosmetologist (beautician)	60	3.1696
Manager of a small store in a city	61	3.1646
Railroad engineer	62	3.1231
Practical (not registered) nurse	63	3.1069
Automobile repairman	64	3.0788
Business machine serviceman	65	3.0442
Plumber	66	3.0309
Key punch operator	67	3.0292
Local official of a labor union	68	3.0270
Corporal in the regular army	69	3.0148
Singer in a night club	70	2.9974

Table 33 (Concluded)

Occupation	Rank	Mean Score
Tenant farmer - one who owns livestock and machinery and who manages the farm	71	2.9913
Garage mechanic	72	2.9838
Undertaker (mortician)	73	2.9465
Television repairman	74	2.9334
Dressmaker	75	2.9328
Heating and air conditioning installer	76	2.9205
Barber	77	2.9151
Traveling salesman for a wholesale concern	78	2.8836
Clerk in a store	79	2.8170
Mail carrier	80	2.8167
Machine operator in a factory	81	2.7269
Railroad conductor	82	2.6704
Owner-operator of a lunch stand	83	2.6221
Fisherman who owns his own boat	84	2.6217
Truck driver	85	2.5989
Bartender	86	2.5819
Lumberjack	87	2.5276
Restaurant cook	88	2.5179
Playground director	89	2.4935
Milk route man	90	2.4810
Taxi driver	91	2.3175
Night watchman	92	2.3009
Filling station attendant	93	2.2841
Restaurant waiter	94	2.2748
Railroad section hand	95	2.2461
Farm hand	96	2.2201
Streetcar motorman	97	2.1896
Coal miner	98	2.1376
Dock worker	99	2.0864
Soda fountain clerk	100	2.0814
Sharecropper - one who owns no livestock or machinery and does not manage the farm	101	2.0611
Janitor	102	1.9793
Clothes presser in a laundry	103	1.9504
Garbage collector	104	1.6602
Street sweeper	105	1.6518
Shoe shiner	106	1.4317
Mean score, all 106 occupations		3.2448

APPENDIX J

Table 34

The 1970 Iowa Study
(106 Occupations)
Boys and Girls Ratings and Rankings

Occupation	Boys Rating	Girls Rating	Boys Rank	Girls Rank	*Variance
Physician	4.2451	4.6925	2	1	- 1
Astronaut	4.2813	4.5848	1	2	+ 1
Lawyer	4.2141	4.5588	3	3	same
Nuclear physicist	4.1981	4.5292	4	5	+ 1
U.S. supreme court justice	4.1415	4.5410	5	4	- 1
Scientist	4.0710	4.4285	10	7	- 3
College professor	4.0159	4.4633	11	6	- 5
State governor	4.0723	4.3814	8	10	+ 2
Architect	4.0840	4.3030	7	15	+ 8
U.S. representative in congress	3.9949	4.3925	12	9	- 3
Cabinet member, federal government	3.9687	4.3928	14	8	- 6
Chemist	3.9739	4.3712	13	11	- 2
Psychologist	3.8879	4.3560	15	12	- 3
Airline pilot	4.0708	4.1663	9	21	+ 12
Electronics engineer	4.0945	4.1099	6	23	+ 17
Dentist	3.8768	4.3059	17	14	- 3
Government scientist	3.8275	4.3079	19	13	- 6
Head of department, state govt.	3.7785	4.2038	24	18	- 6
Biologist	3.7801	4.1673	23	20	- 3
Medical technician	3.7572	4.1873	25	19	- 6
Diplomat in the foreign service	3.7100	4.2325	27	16	- 11
Mayor of a large city	3.7803	4.1295	22	22	same
Member of board of directors	3.8865	3.9941	16	28	+ 12
Banker	3.8437	4.0370	18	26	+ 8
X-ray technician	3.6840	4.0754	28	24	- 4
Building contractor	3.8085	3.8505	20	31	+ 11
Computer programmer	3.7406	3.9031	26	29	+ 3
Sociologist	3.5157	4.0461	33	25	- 8
Registered nurse	3.3363	4.2261	42	17	- 25
Author of novels	3.5281	4.0184	32	27	- 5
Accountant for a large business	3.5912	3.8983	31	30	- 1
Civil engineer	3.6613	3.8107	29	34	+ 5
Owner of factory employing 100	3.8028	3.6102	21	43	+ 22
Electrician	3.6345	3.6239	30	42	+ 12
Artist displaying in galleries	3.3954	3.8165	36	32	- 4

Table 34 (Continued)

Occupation	Boys Rating	Girls Rating	Boys Rank	Girls Rank	*Variance
County judge	3.4342	3.6930	35	39	+ 4
Minister (clergyman)	3.3021	3.8067	44	36	- 8
Economist	3.3280	3.7460	43	38	- 5
Priest	3.2186	3.8074	51	35	- 16
Public school teacher	3.2322	3.7563	49	37	- 12
Airline stewardess	3.1751	3.8121	52	33	- 19
Official, international labor union	3.3830	3.5895	37	45	+ 8
Captain in the regular army	3.3397	3.6054	41	44	+ 3
Instructor in a public school	3.2398	3.6768	48	40	- 8
Radio announcer	3.4799	3.3938	34	57	+ 23
Farm owner and operator	3.3427	3.5128	40	49	+ 9
Insurance agent	3.2951	3.4308	45	52	+ 7
Carpenter	3.3476	3.3626	39	59	+ 20
Trained machinist	3.3760	3.3173	38	61	+ 23
Owner-operator of a printing shop	3.2727	3.4202	46	55	+ 9
Newspaper columnist	3.2575	3.4271	47	53	+ 6
Policeman	3.1348	3.5475	55	48	- 7
Musician in a symphony orchestra	3.1002	3.5651	58	46	- 12
Secretary	3.0051	3.6402	66	41	- 25
Reporter on a daily newspaper	3.1621	3.3737	53	58	+ 5
Teletype operator	3.0929	3.4205	59	54	- 5
County agricultural agent	3.1604	3.3484	54	60	+ 6
Bookkeeper	3.0924	3.4087	60	56	- 4
Welfare worker for city government	2.9270	3.5569	70	47	- 23
Cosmetologist	2.8941	3.4525	73	50	- 23
Manager of small store in a city	3.1311	3.1991	57	64	+ 7
Railroad engineer	3.0661	3.1821	63	65	+ 2
Practical (not registered) nurse	2.7869	3.4349	79	51	- 28
Automobile repairman	3.2294	2.9235	50	73	+ 23
Business machine serviceman	3.0756	2.9854	62	70	+ 8
Plumber	3.0886	2.9715	61	71	+ 10
Key punch operator	2.9003	3.1619	72	66	- 6
Local official of a labor union	2.9681	3.0881	68	68	same
Corporal in the regular army	2.7764	3.2613	81	62	- 19
Singer in a night club	3.0613	2.9318	64	72	+ 8
Tenant farmer (defined)	2.9591	3.0243	69	69	same
Garage mechanic	3.1323	2.8304	56	78	+ 22
Undertaker (mortician)	2.8880	3.1249	74	67	- 7
Television repairman	3.0610	2.8014	65	80	+ 15
Dressmaker	2.6575	3.2155	84	63	- 21

Table 34 (Concluded)

Occupation	Boys Rating	Girls Rating	Boys Rank	Girls Rank	*Variance
Heating & air conditioning installer	2.9867	2.8524	67	77	+ 10
Barber	2.9160	2.9142	71	75	+ 4
Traveling salesman	2.8529	2.9154	75	74	- 1
Clerk in a store	2.7724	2.8630	83	76	- 7
Mail carrier	2.8161	2.8173	77	79	+ 2
Machine operator in a factory	2.8103	2.6410	78	82	+ 4
Railroad conductor	2.6022	2.7408	87	81	- 6
Owner-operator of a lunch stand	2.6250	2.6191	85	84	- 1
Fisherman who owns his own boat	2.7727	2.4669	82	86	+ 4
Truck driver	2.7800	2.4118	80	89	+ 9
Bartender	2.8394	2.3159	76	90	+ 14
Lumberjack	2.6238	2.4285	86	88	+ 2
Restaurant cook	2.5512	2.4836	88	85	- 3
Playground director	2.3686	2.6217	92	83	- 9
Milk route man	2.5032	2.4583	89	87	- 2
Taxi driver	2.3591	2.2746	93	92	- 1
Night watchman	2.3937	2.2056	91	93	+ 2
Filling station attendant	2.3949	2.1897	90	96	+ 6
Restaurant waiter	2.2369	2.3137	96.5	91	- 5.5
Railroad section hand	2.2860	2.2048	94	94	same
Farm hand	2.2632	2.1758	95	97	+ 2
Streetcar motorman	2.2369	2.1407	96.5	98	+ 1.5
Coal miner	2.0850	2.1917	101	95	- 6
Dock worker	2.1741	1.9954	98	100	+ 2
Soda fountain clerk	2.1477	2.0335	99	99	same
Sharecropper (defined)	2.1439	1.9757	100	101	+ 1
Janitor	2.0305	1.9264	102	103	+ 1
Clothes presser in a laundry	1.9613	1.9392	103	102	- 1
Garbage collector	1.6874	1.6322	105	104	- 1
Street sweeper	1.7250	1.5769	104	105	+ 1
Shoe shiner	1.4854	1.3765	106	106	same
Mean score	3.1515	3.3323			
Median score	3.1613	3.4238			
Range	2.7959	3.3160			

* Variance is the difference between boys rank and girls rank. + indicates that boys rank higher, - that girls rank higher.

This statewide pilot study involved seniors in 21 randomly selected high schools, both public and parochial.

APPENDIX K

Table 35

The 1970 Iowa Study
(106 Occupations)
Rural and Urban Ratings and Rankings

Occupation	Rural Rating	Urban Rating	Rural Rank	Urban Rank	*Variance
Physician (doctor of medicine)	4.3493	4.5144	1	1	same
Astronaut	4.3195	4.4762	2	2	same
Lawyer	4.2400	4.4407	3	3	same
Nuclear physicist	4.2134	4.4233	4	4	same
U.S. supreme court justice	4.1956	4.3957	5	5	same
Scientist	4.1324	4.2933	7	6	- 1
College professor	4.1257	4.2804	8	7	- 1
State governor	4.1431	4.2579	6	8	+ 2
Architect	4.0490	4.2503	14	9	- 5
U.S. representative in congress	4.0686	4.2413	12	10	- 2
Cabinet member, federal government	4.0757	4.2207	11	11	same
Chemist	4.0775	4.2067	10	12	+ 2
Psychologist	3.9495	4.1848	15	13	- 2
Airline pilot	4.0607	4.1390	13	15	+ 2
Electronics engineer	4.0762	4.1150	9	17	+ 8
Dentist	3.9269	4.1545	18	14	- 4
Government scientist	3.9392	4.1158	16	16	same
Head of department, state govt.	3.9131	4.0193	19	19	same
Biologist	3.8586	4.0149	22	20	- 2
Medical technician	3.9313	3.9860	17	23	+ 6
Diplomat in the foreign service	3.8085	4.0333	25	18	- 7
Mayor of a large city	3.8200	4.0080	23	21	- 2
Member of board of directors	3.8006	3.9964	26	22	- 4
Banker	3.8885	3.9613	20	24	+ 4
X-ray technician	3.8710	3.8811	21	25	+ 4
Building contractor	3.7963	3.8441	27	26	- 1
Computer programmer	3.8182	3.8217	24	29	+ 5
Sociologist	3.6531	3.8255	32	28	- 4
Registered nurse	3.7110	3.8026	28	30	+ 2
Author of novels	3.6130	3.8322	35	27	- 8
Accountant for a large business	3.6708	3.7720	30	31	+ 1
Civil engineer	3.6739	3.7601	29	32	+ 3
Owner of factory employing 100	3.6301	3.7393	33	33	same
Electrician	3.6567	3.6192	31	35	+ 4
Artist displaying in galleries	3.4720	3.6548	36	34	- 2

Table 35 (Continued)

Occupation	Rural Rating	Urban Rating	Rural Rank	Urban Rank	*Variance
County judge	3.4318	3.6151	40	36	- 4
Minister (clergyman)	3.4109	3.6073	43	37	- 6
Economist	3.4510	3.5669	38	38	same
Priest	3.3670	3.5652	48	39	- 9
Public school teacher	3.4116	3.5270	42	40	- 2
Airline stewardess	3.4649	3.5007	37	42	+ 5
Official of international labor union	3.4098	3.5123	44	41	- 3
Captain in the regular army	3.4249	3.4900	41	43	+ 2
Instructor in a public school	3.3798	3.4868	47	44	- 3
Radio announcer	3.3995	3.4533	46	45	- 1
Farm owner and operator	3.6198	3.3518	34	50	+ 16
Insurance agent	3.2945	3.3883	50	47	- 3
Carpenter	3.4018	3.3372	45	52	+ 7
Trained machinist	3.4339	3.3139	39	54	+ 15
Owner-operator of a printing shop	3.2691	3.3762	53	48	- 5
Newspaper columnist	3.1779	3.4051	58	46	- 12
Policeman	3.3292	3.3421	49	51	+ 2
Musician in a symphony orchestra	3.2554	3.3598	54	49	- 5
Secretary	3.2908	3.3307	51	53	+ 2
Reporter on a daily newspaper	3.1534	3.3117	61	55	- 6
Teletype operator	3.2459	3.2591	56	57	+ 1
County agricultural agent	3.2468	3.2572	55	58	+ 3
Bookkeeper	3.2780	3.2374	52	59	+ 7
Welfare worker for city government	3.1479	3.2742	62	56	- 6
Cosmetologist (beautician)	3.2054	3.1565	57	61	+ 4
Manager of small store in a city	3.0845	3.1962	66	60	- 6
Railroad engineer	3.1477	3.1143	63	63	same
Practical (not registered) nurse	3.0697	3.1225	67	62	- 5
Automobile repairman	3.1704	3.0426	60	66	+ 6
Business machine serviceman	3.1022	3.0222	64	68	+ 4
Plumber	2.9781	3.0518	72	64	- 8
Key punch operator	3.0607	3.0167	68	69	+ 1
Local official of a labor union	2.9702	3.0509	73	65	- 8
Corporal in the regular army	3.0263	3.0112	69	70	+ 1
Singer in a night club	2.9294	3.0244	75	67	- 8
Tenant farmer (defined)	3.1735	2.9214	59	75	+ 16
Garage mechanic	3.0903	2.9410	65	73	+ 8
Undertaker (mortician)	2.8841	2.9719	76	71	- 5
Television repairman	2.9692	2.9196	74	76	+ 2
Dressmaker	2.8826	2.9526	77	72	- 5

Table 35 (Concluded)

Occupation	Rural Rating	Urban Rating	Rural Rank	Urban Rank	*Variance
Heating & air conditioning installer	3.0056	2.8877	70	77	+ 7
Barber	2.9931	2.8843	71	78	+ 7
Traveling salesman	2.7700	2.9296	81	74	- 7
Clerk in a store	2.8514	2.8037	79	79	same
Mail carrier	2.8686	2.7969	78	80	+ 2
Machine operator in a factory	2.7963	2.6984	80	81	+ 1
Railroad conductor	2.6857	2.6696	82	82	same
Owner-operator of a lunch stand	2.6227	2.6241	84	84	same
Fisherman who owns his own boat	2.5405	2.6529	86	83	- 3
Truck driver	2.6552	2.5769	83	86	+ 3
Bartender	2.5417	2.5989	85	85	same
Lumberjack	2.4983	2.5384	88	87	- 1
Restaurant cook	2.5381	2.5105	87	89	+ 2
Playground director	2.4360	2.5148	90	88	- 2
Milk route man	2.4977	2.4747	89	90	+ 1
Taxi driver	2.4139	2.2789	92	92	same
Night watchman	2.3268	2.2897	94	91	- 3
Filling station attendant	2.3482	2.2579	93	94	+ 1
Restaurant waiter	2.2889	2.2777	95	93	- 2
Railroad section hand	2.2308	2.2523	97	95	- 2
Farm hand	2.4305	2.1365	91	98	+ 7
Streetcar motorman	2.2336	2.1710	96	96	same
Coal miner	2.0835	2.1595	101	97	- 4
Dock worker	2.1080	2.0771	100	99	- 1
Soda fountain clerk	2.1121	2.0698	99	100	+ 1
Sharecropper (defined)	2.1700	2.0180	98	101	+ 3
Janitor	2.0125	1.9697	102	102	same
Clothes presser in a laundry	1.9851	1.9362	103	103	same
Garbage collector	1.6537	1.6615	105	104	- 1
Street sweeper	1.7133	1.6279	104	105	+ 1
Shoe shiner	1.4503	1.4243	106	106	same
Mean score	3.2022	3.2588			
Median score	3.2623	3.3223			
Range	2.8990	3.0901			

* Variance is the difference in rank between rural and urban respondents. A plus (+) variance indicates that the rural rank is higher than the urban rank.